Canadian Attitudes Towards International Trade

Presentation to:
Department of Foreign Affairs and International Trade

June 1, 2001

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Research Associates Inc.

Methodology

National stratified random sample of 1,204 interviews

- ✓ Pan-Canadians results valid to within +/- 2.8 percentage points at a confidence level of 95 per cent
- ✓ Statistical error margins are larger for regions and other sub-groups
- ✓ Interviews conducted March 28 to April 6, 2001

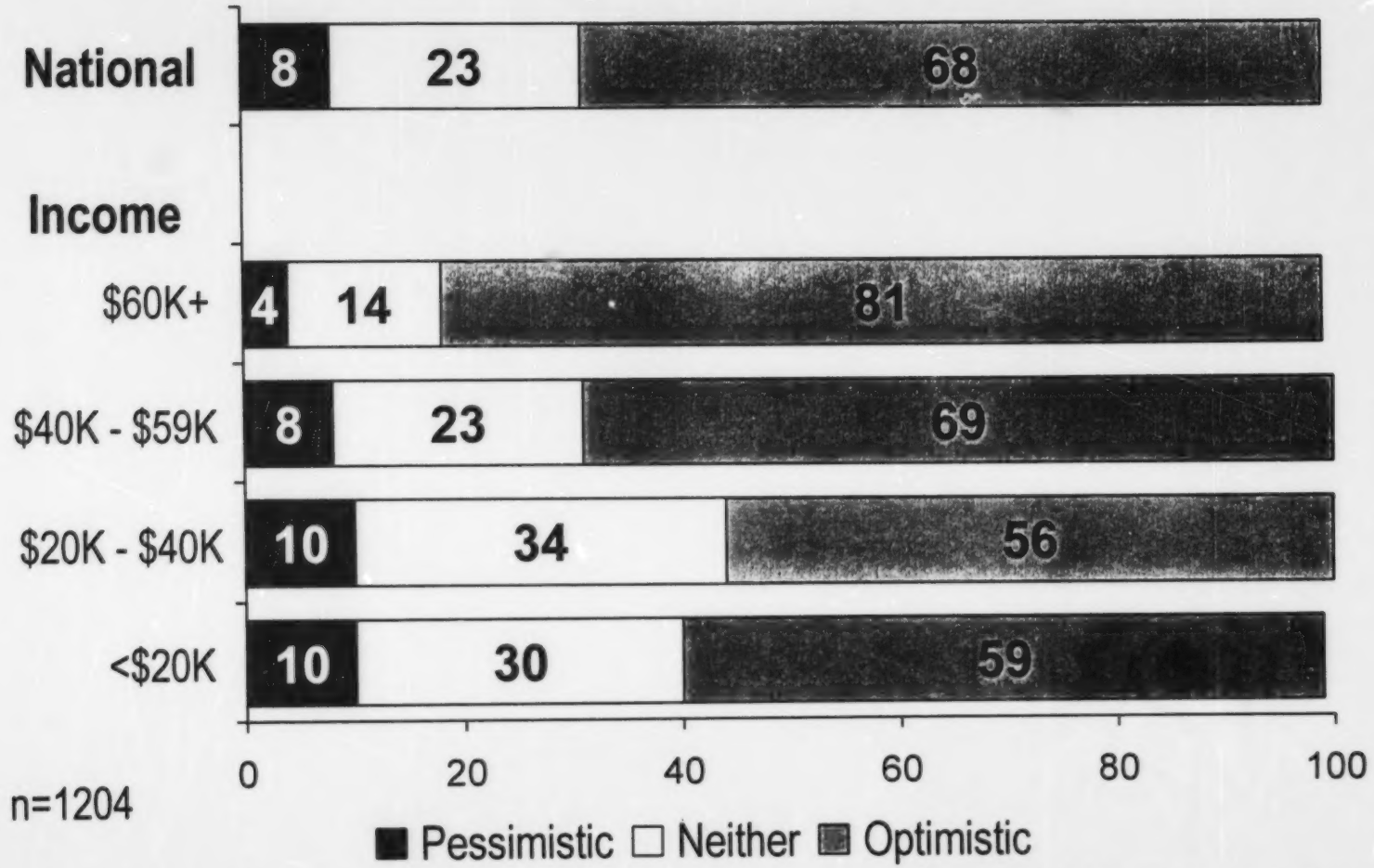
Tracking data also included

- ✓ From previous international trade studies
- ✓ From related Ekos surveys

A. Public Opinion Landscape

Optimism

Thinking about your personal future, would you describe yourself as pessimistic or optimistic?



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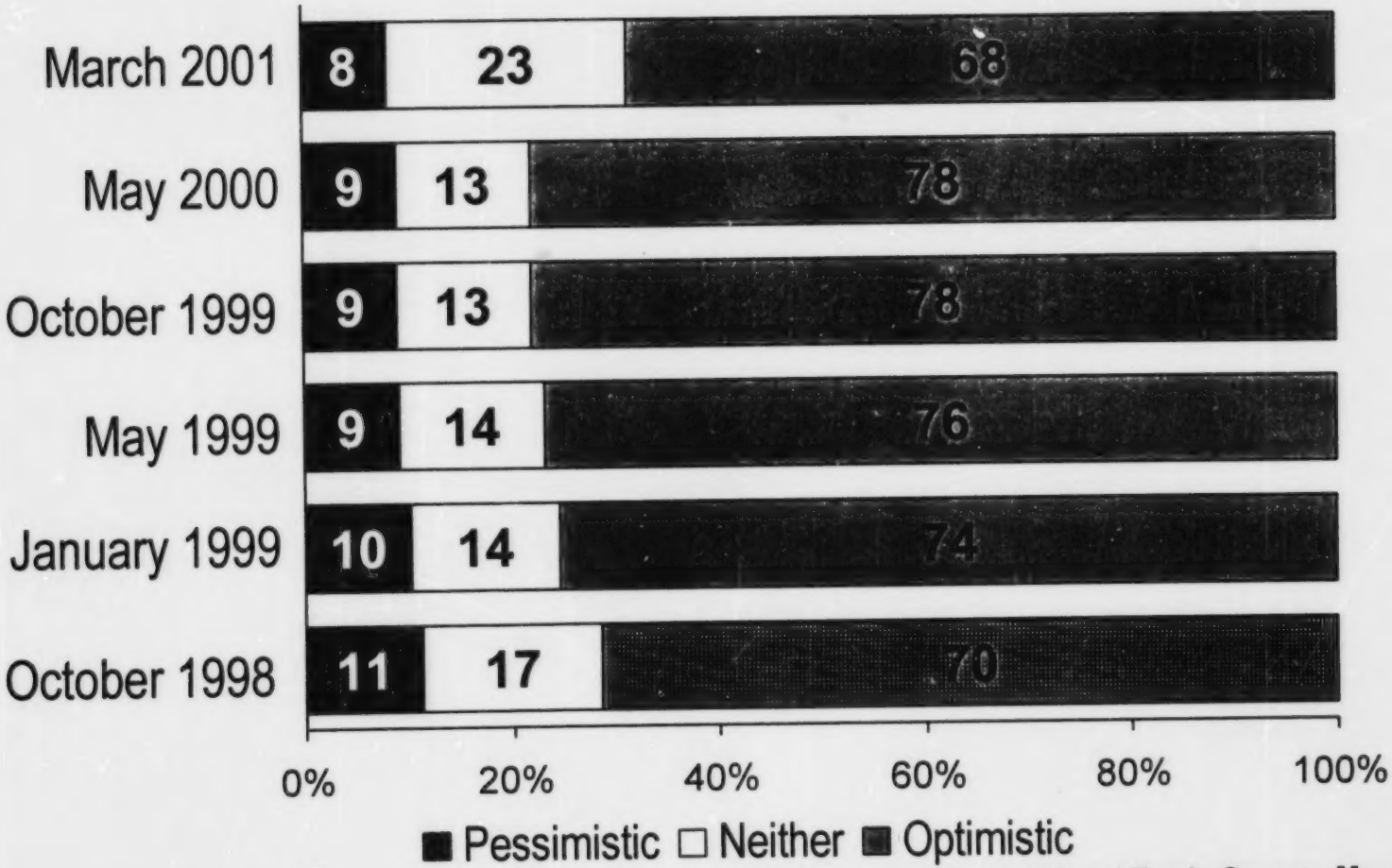
Tracking Optimism

101-05272/

Thinking about your personal future, would you describe yourself as pessimistic or optimistic?



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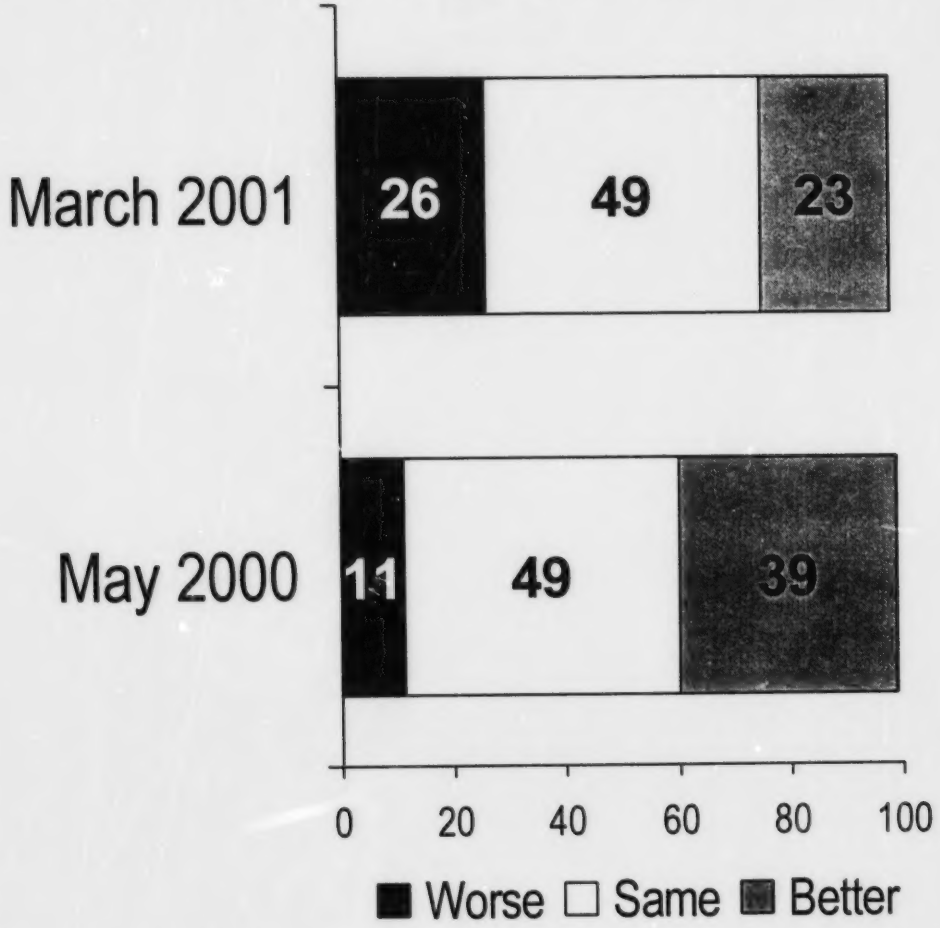
International Trade Survey, March 2001

Views on the Economy

"Over the next year or so do you think the economy will be doing better, worse, or about the same?"



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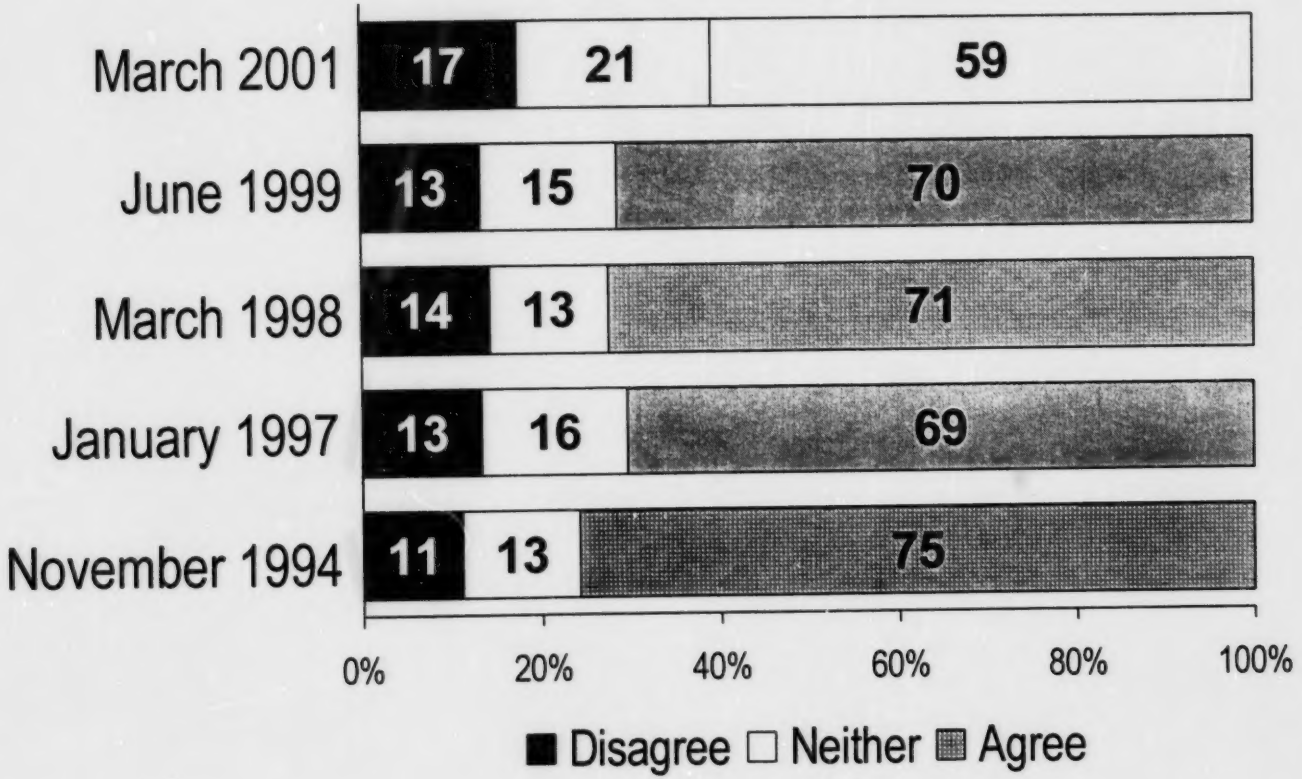
Tracking Cultural Insecurity

The Canada I remember when I was growing up was a safer, more comfortable, more harmonious place to live



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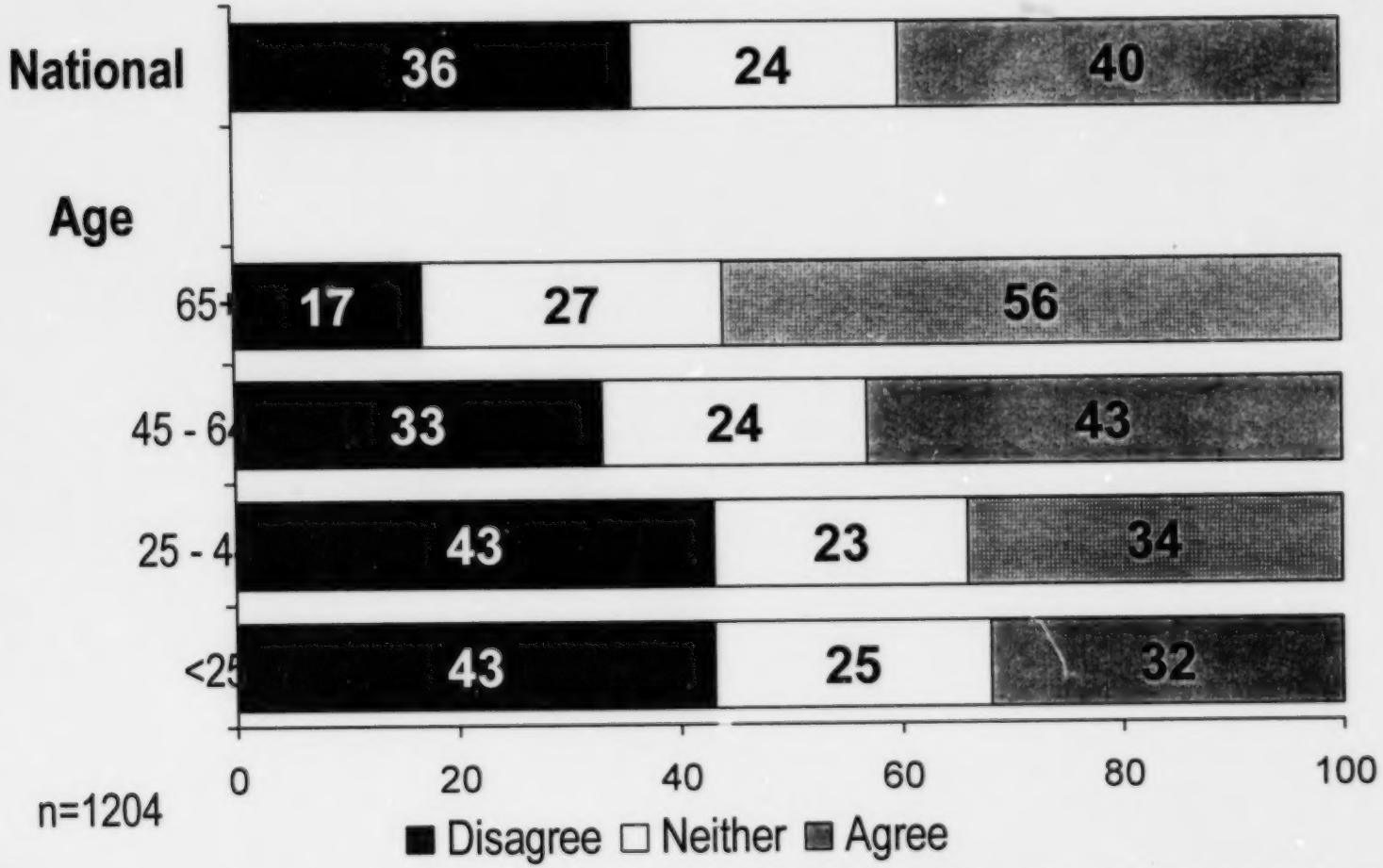
Concern with Pace of Change

The world around me is changing so fast that I have a hard time keeping up



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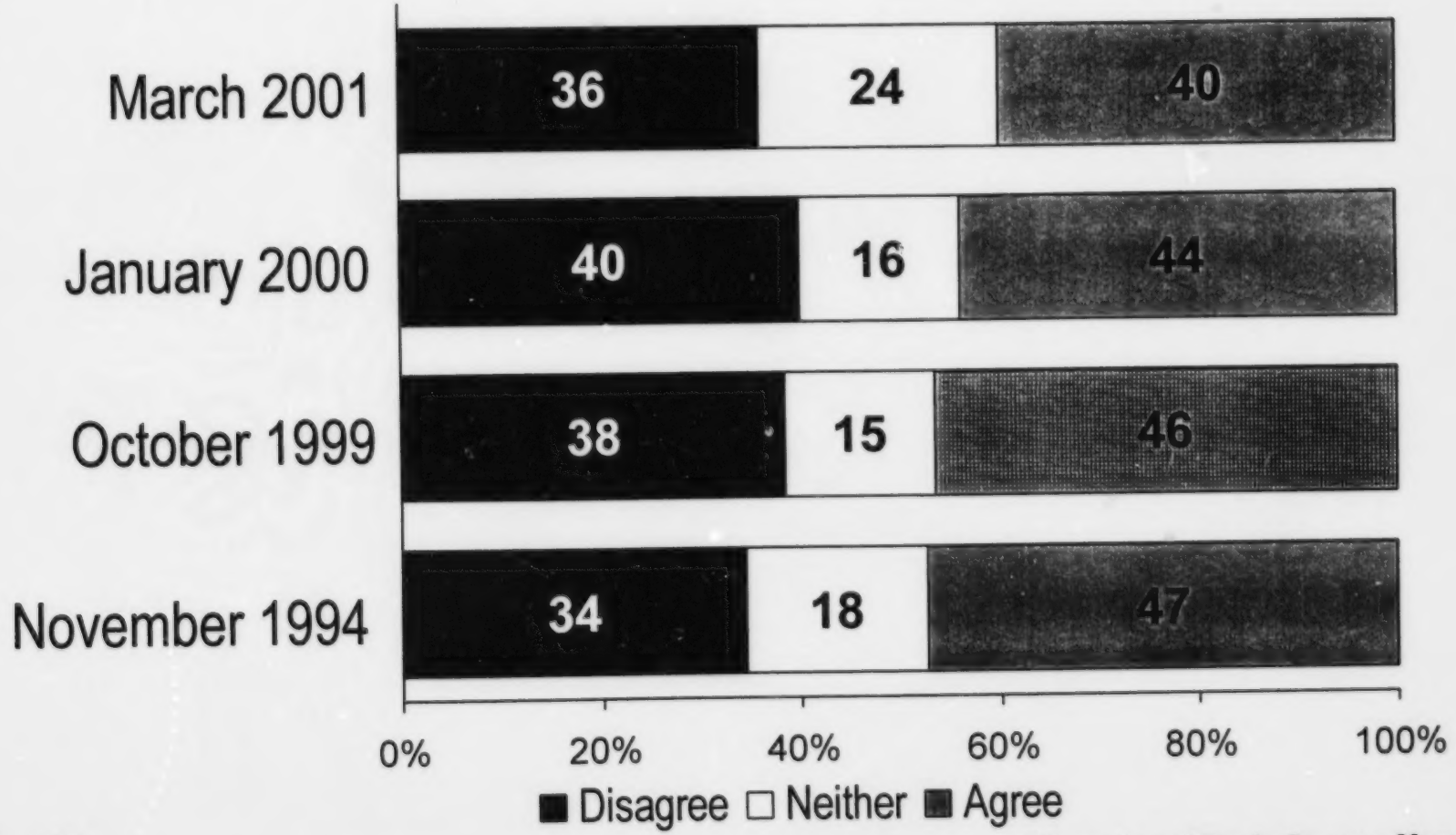
Tracking Concern with Pace of Change

The world around me is changing so fast that I have a hard time keeping up



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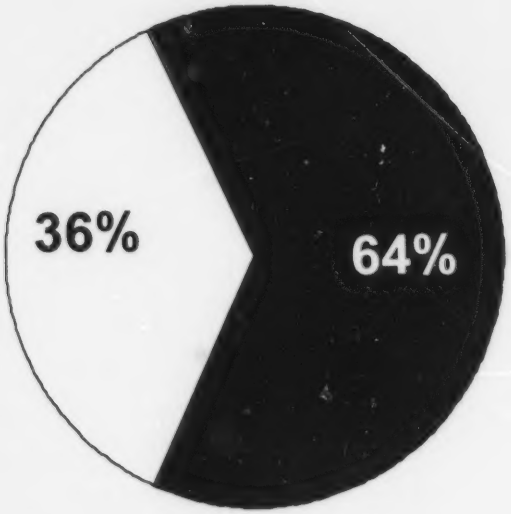
International Trade Survey, March 2001

B. General Attitudes Towards Trade

Awareness of Media Coverage

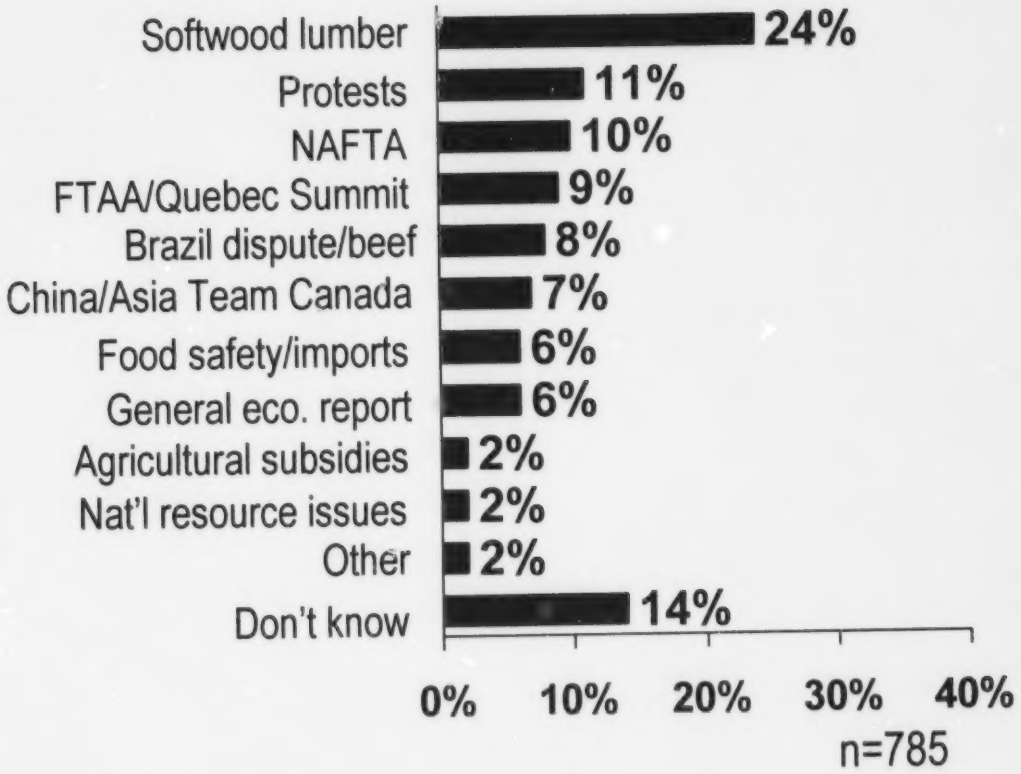
Do you recall any media reports in recent months on issues related to international trade?



n=1204

■ Yes □ No

What do you recall?



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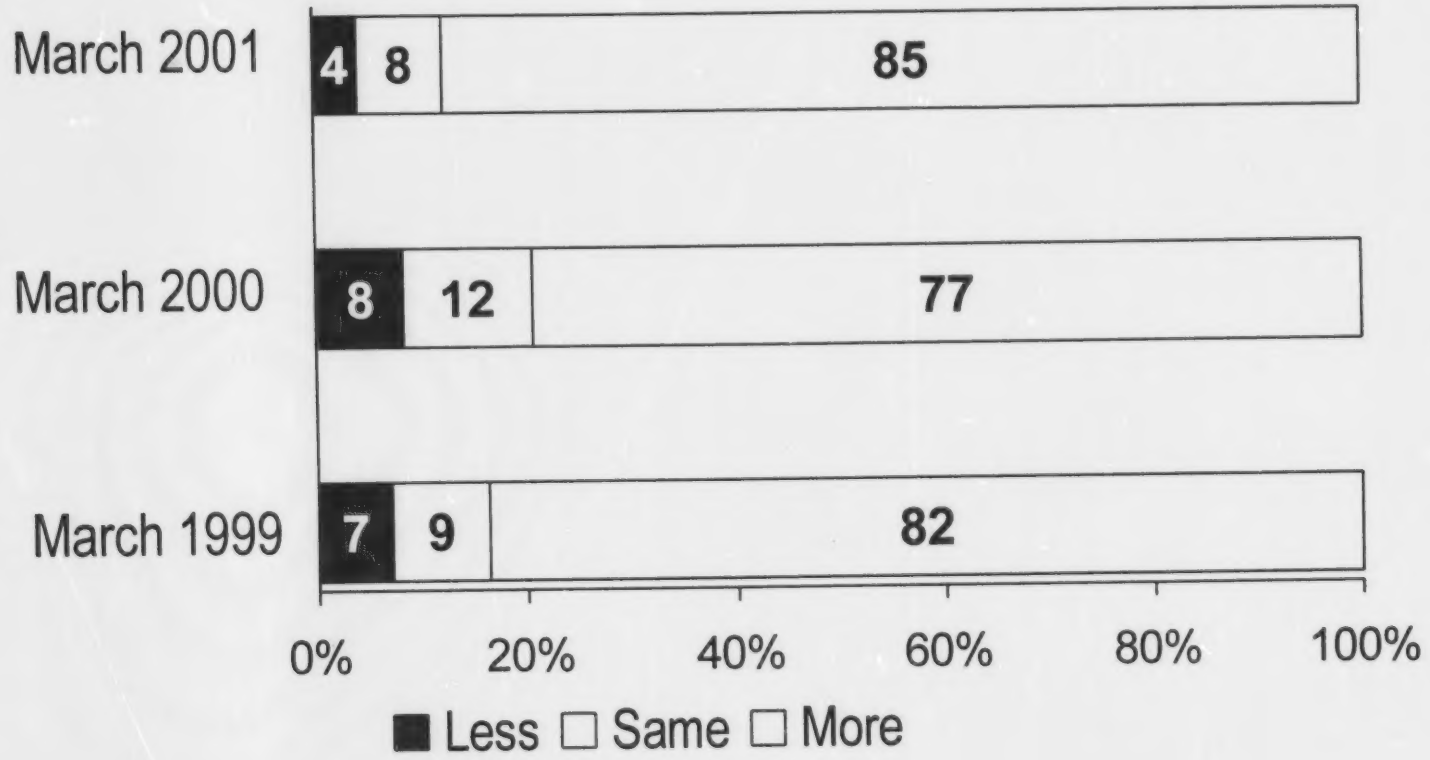
Importance to Canada's Economy

Over the past 10 years, do you think international trade has become less important or more important in terms of its contribution to the Canadian economy?



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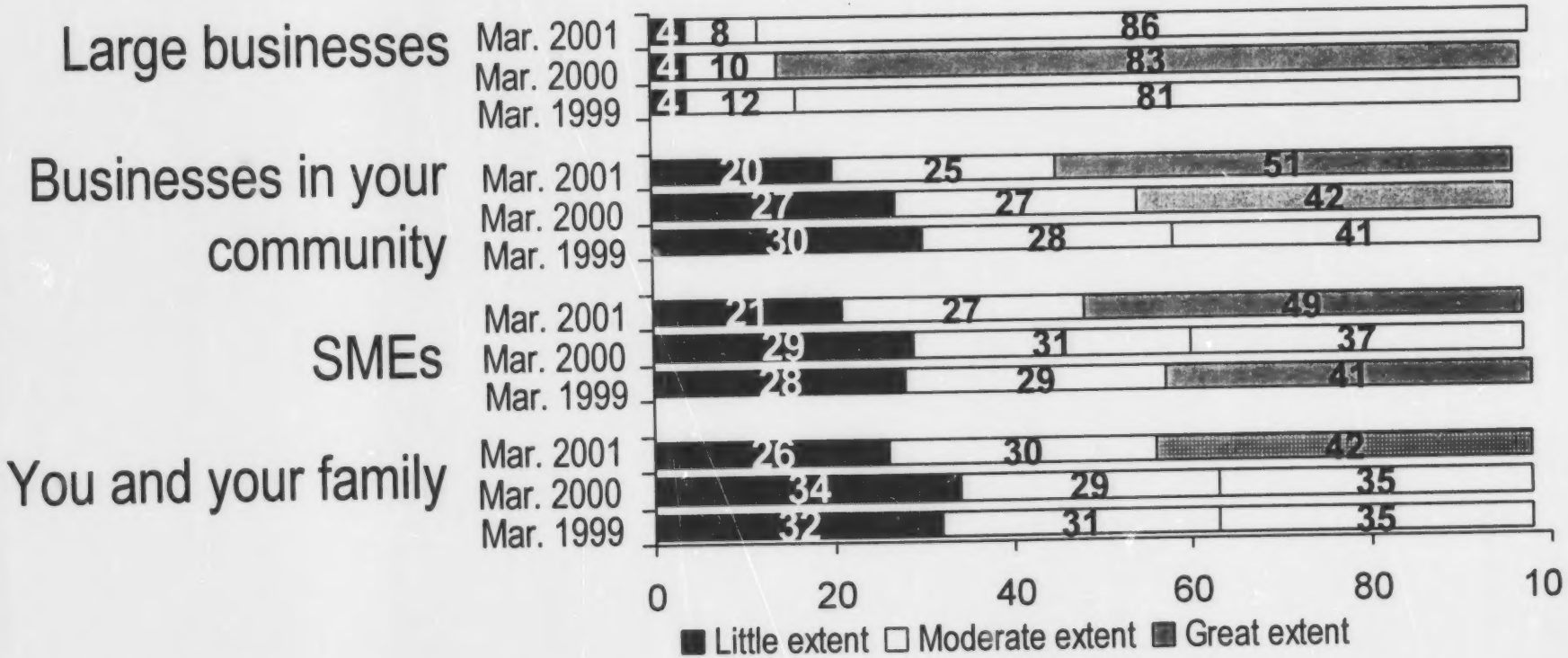
Who Benefits From Trade?

To what extent would you say that international trade benefits each of the following within Canada?



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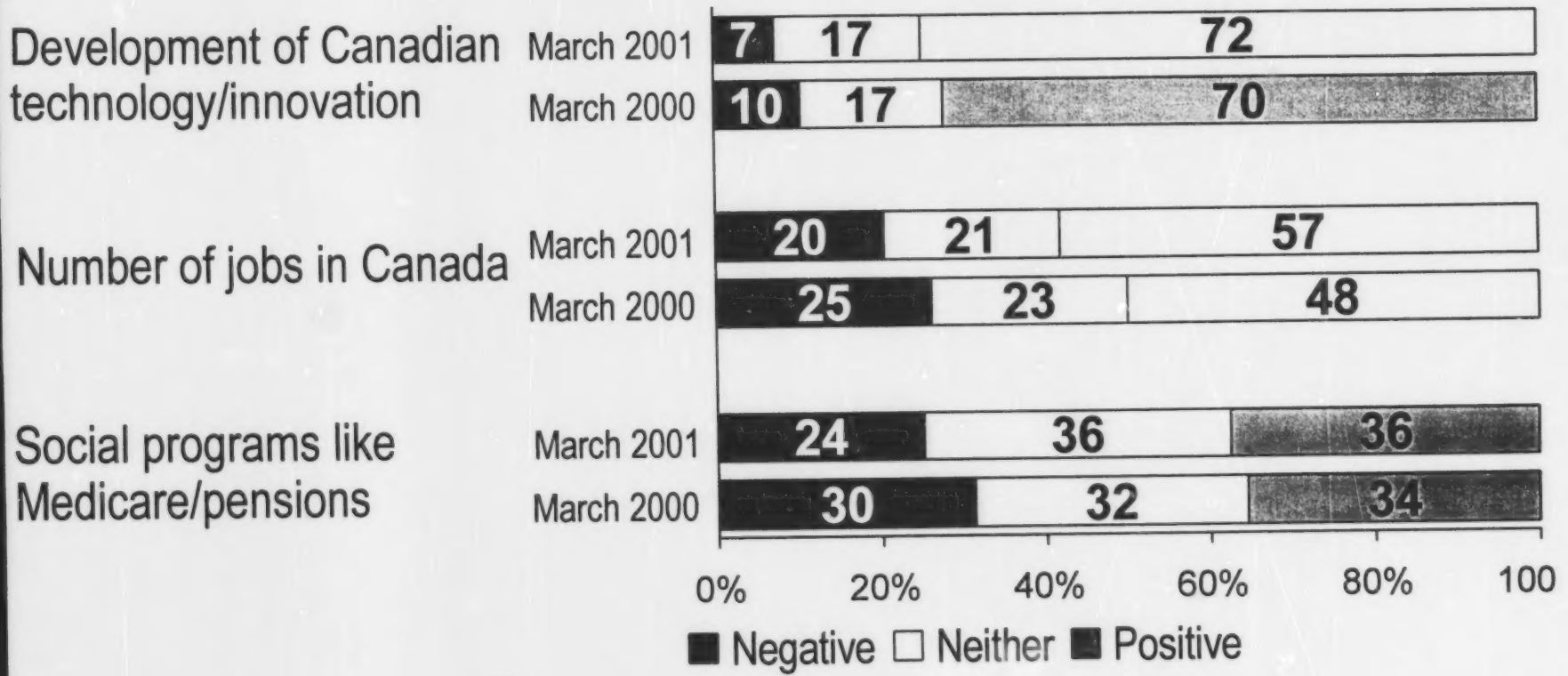
Impacts of Trade

What impact do you think Canada's international trade has had on each of the following?



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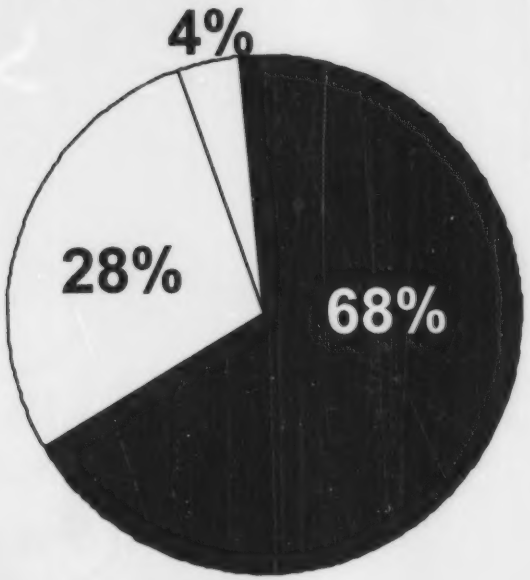
Impacts on Jobs

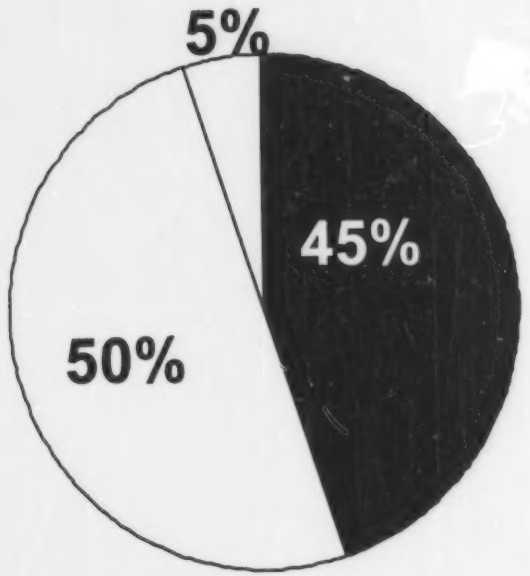
[If positive impact on jobs] Which of the following types of jobs do you think trade creates more of?



■ High paying/Skill □ Low paying/skill □ DK/NR

n=680

[If negative impact on jobs] Which of the following types of jobs do you think trade cause more of to be lost?



■ High paying/Skill □ Low paying/skill ■ DK/NR

n=248

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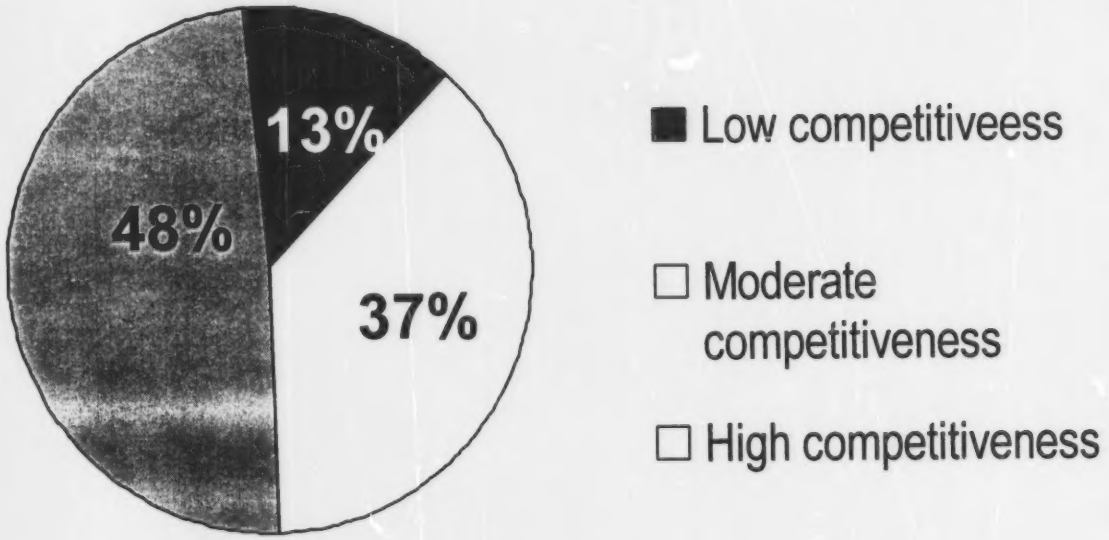
Canadian Competitiveness

How competitive do you think Canadian businesses are internationally?



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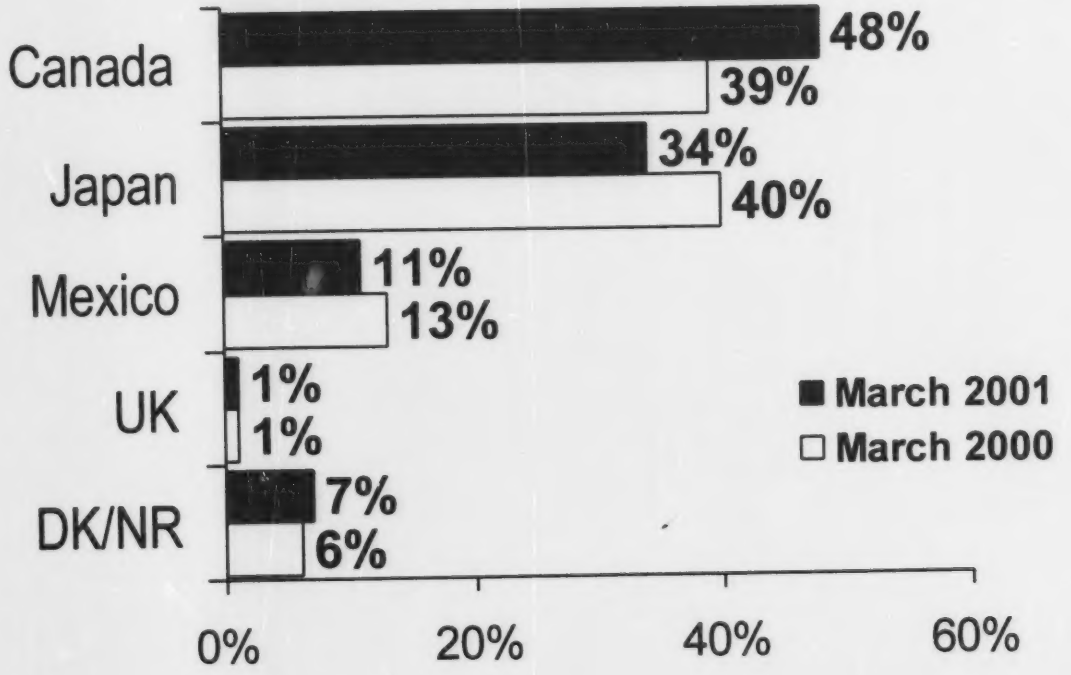
International Trade Survey, March 2001

Awareness of US Exporters

Which of the following countries exports the most to the United States?



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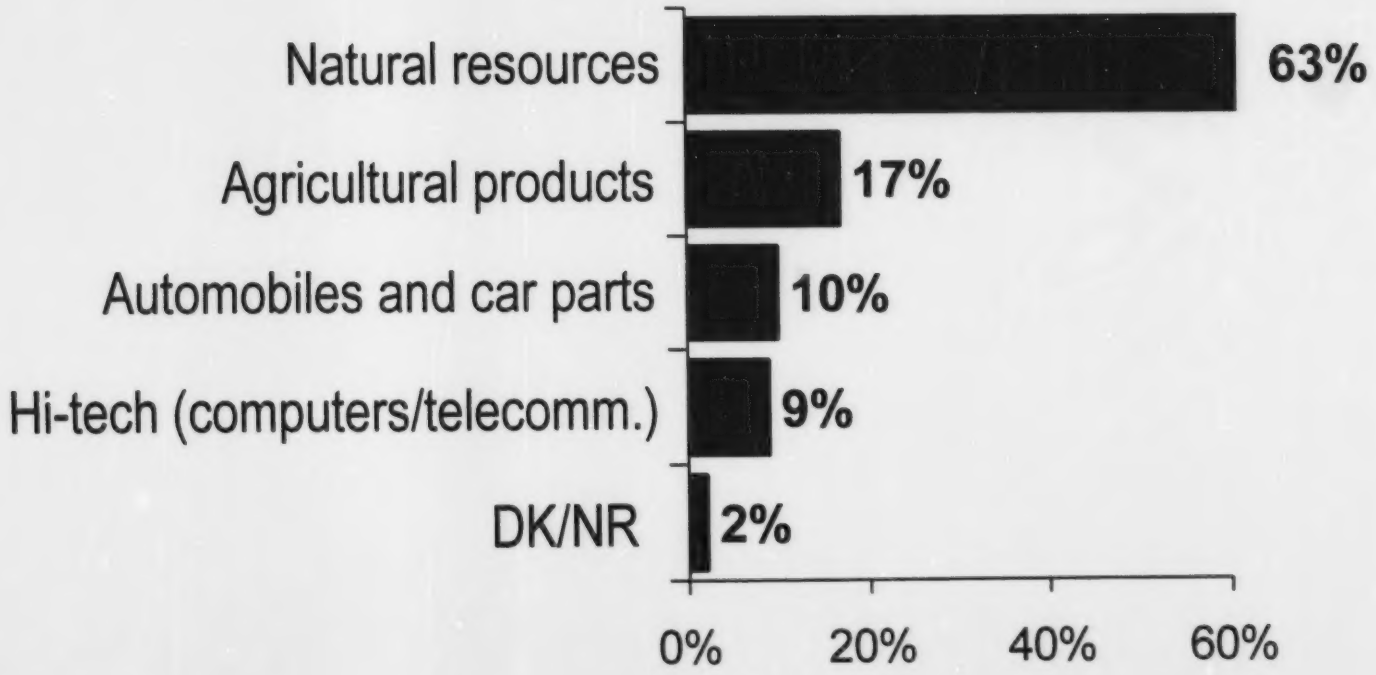
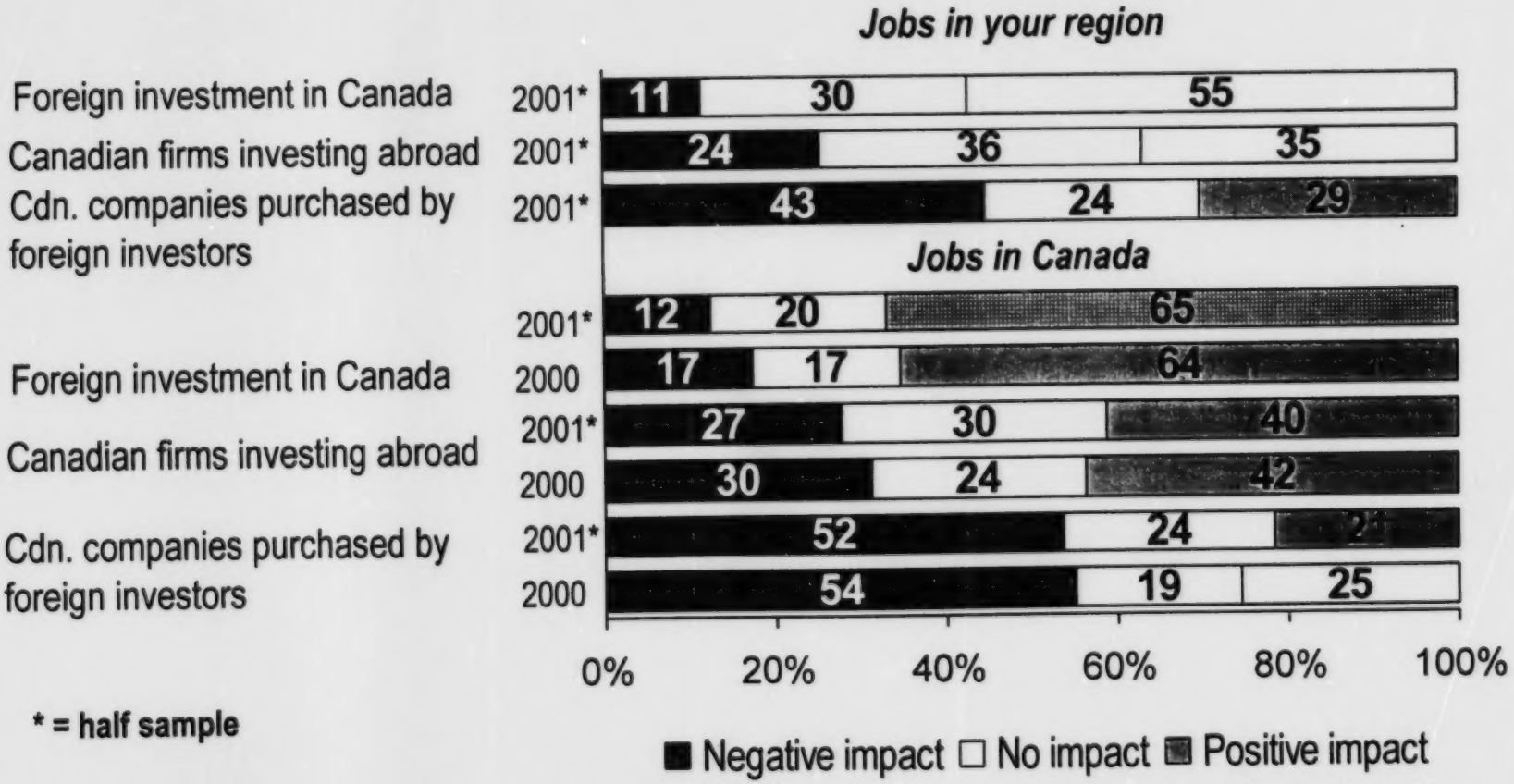
Awareness of Canadian Exports

Which of the following do you think makes up the largest part of Canada's exports?



Investment

What impact does each of the following have on jobs in Canada/jobs in your region?



*** = half sample**

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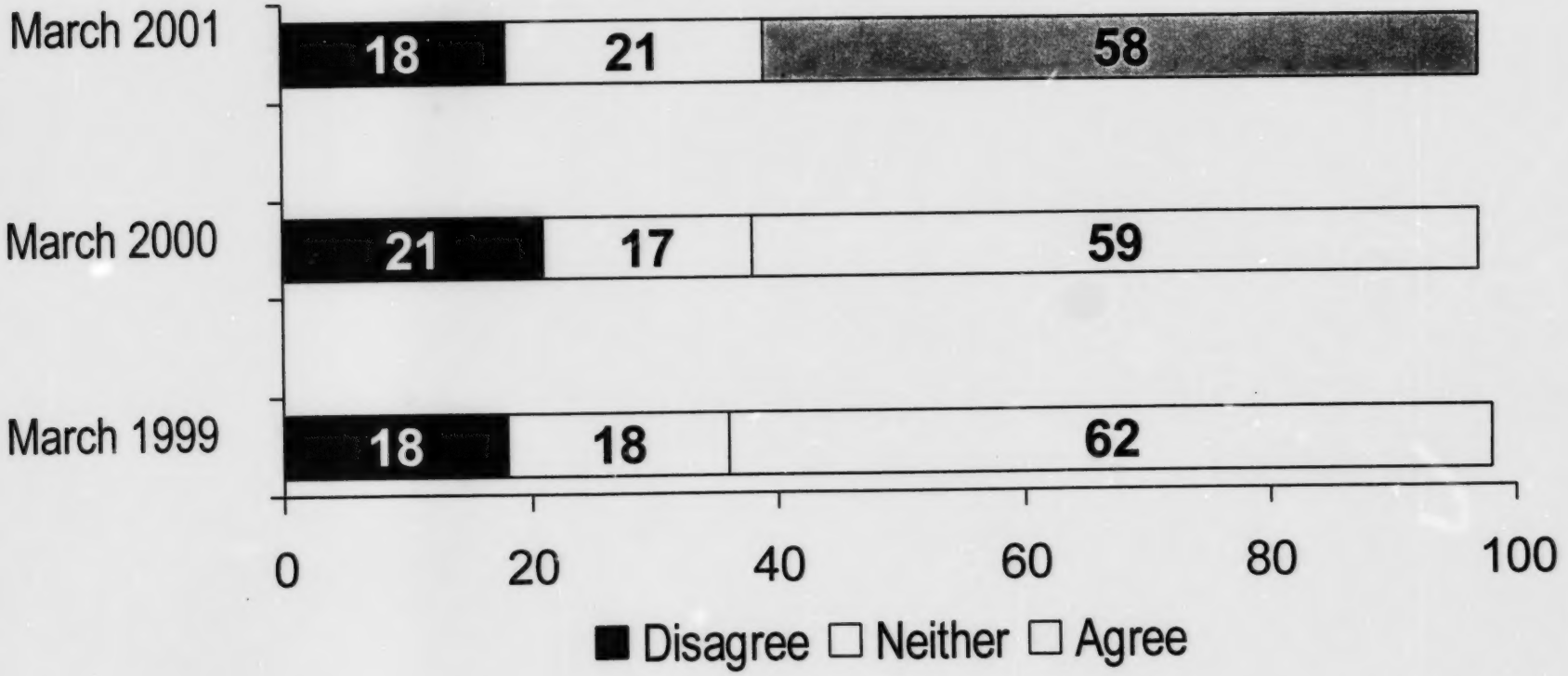
C.

Specific Attitudes and Links to Related Issues

Environmental Impacts

I worry increased international trade is likely to result in countries lowering their environmental standards to be more competitive



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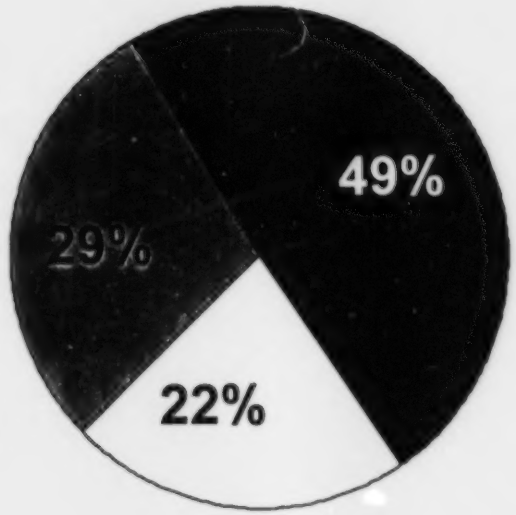
Recall of Protests

There has been some media attention paid to groups which have protested against international trade agreements. Do you recall any of this coverage?



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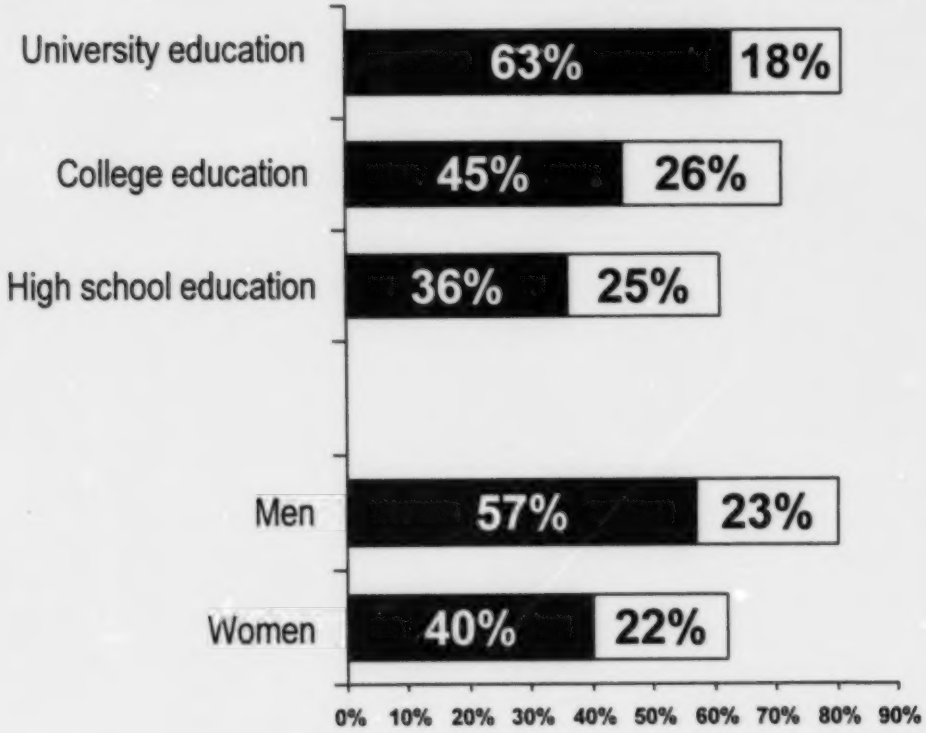
■ Yes, clearly □ Yes, vaguely ▩ No

Demographic profile of those recalling coverage



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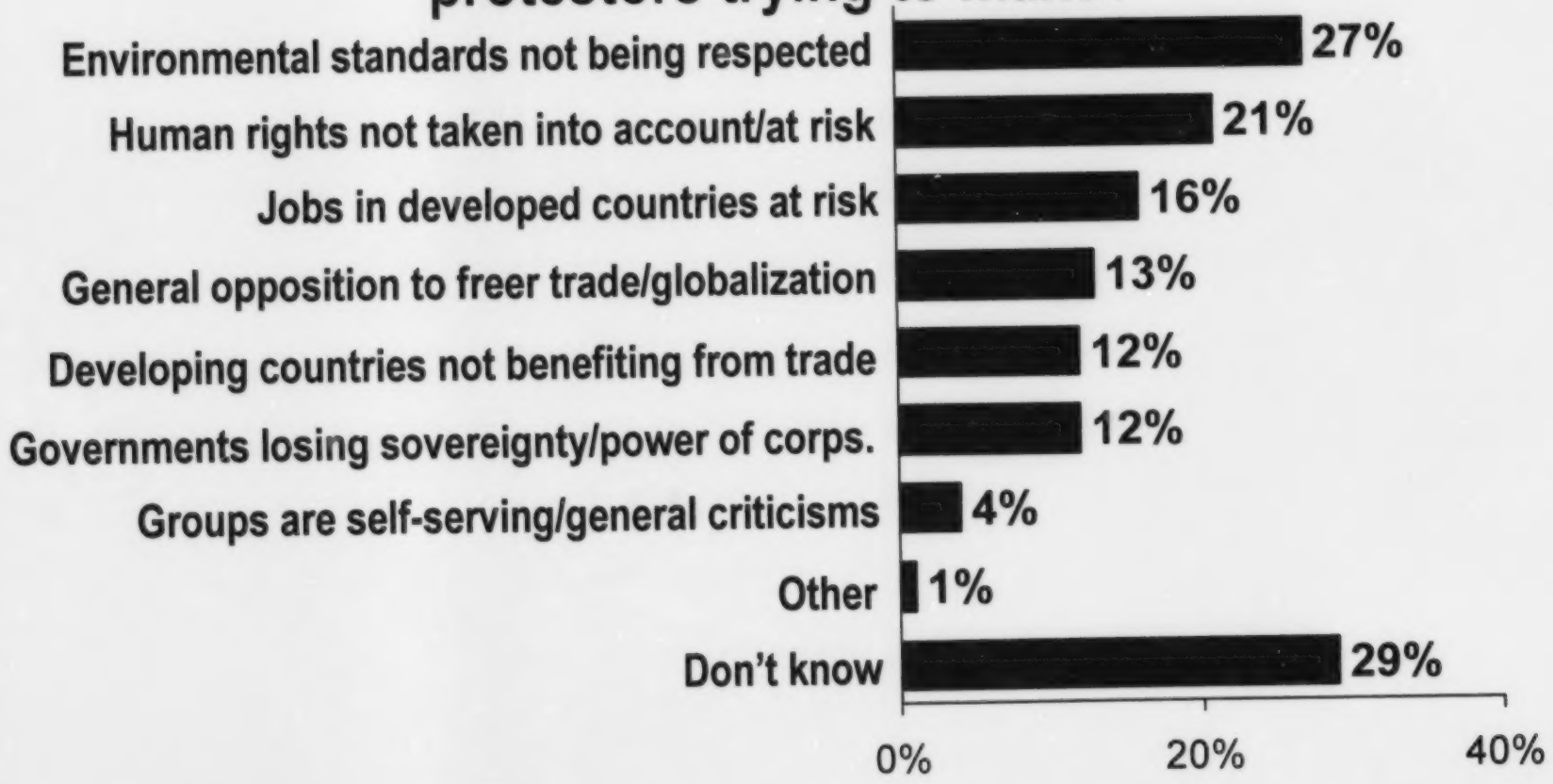
Specific Coverage Recall

[asked of those recalling media coverage]

To the best of your knowledge, what points are the protestors trying to make?



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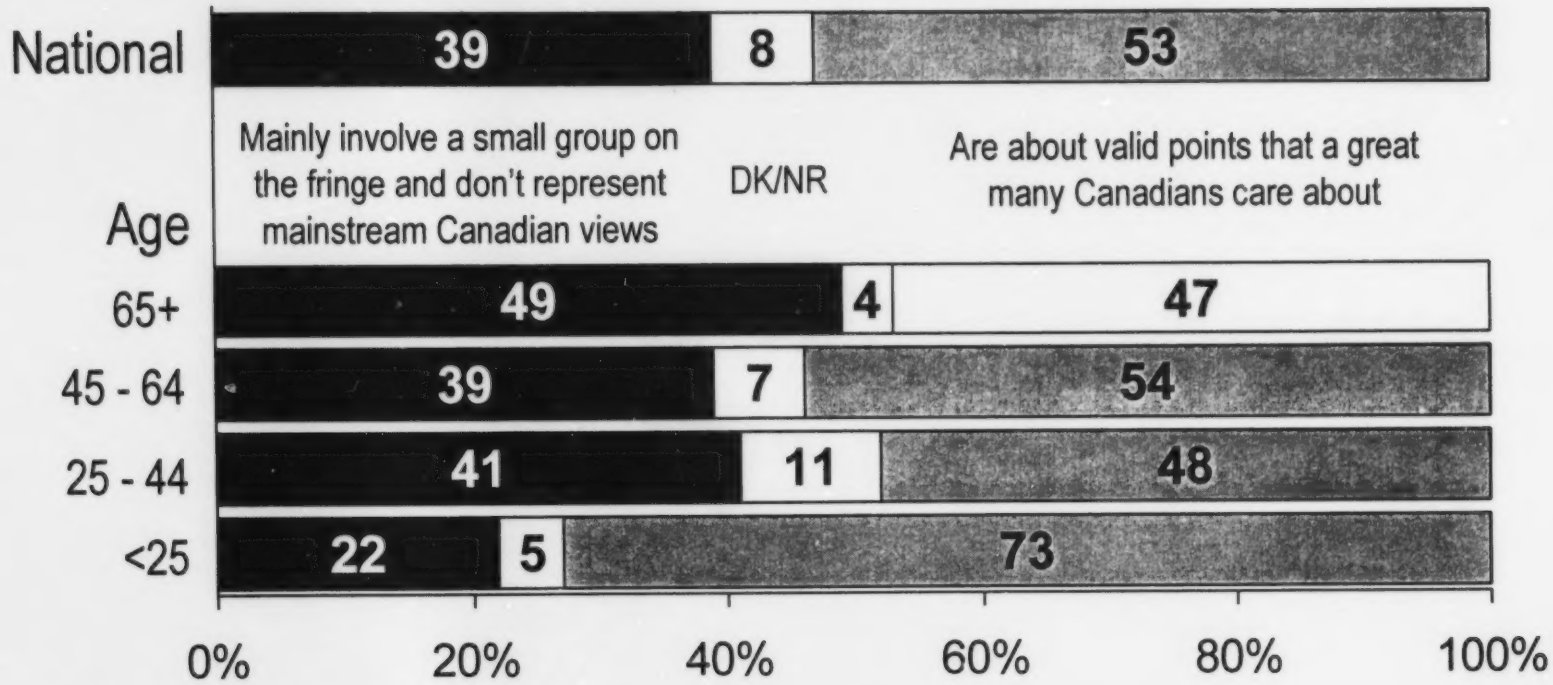
Marginalized View or Representative?

[asked of those recalling media coverage]

Which of the following two statements is closest to your point of view? The protests...



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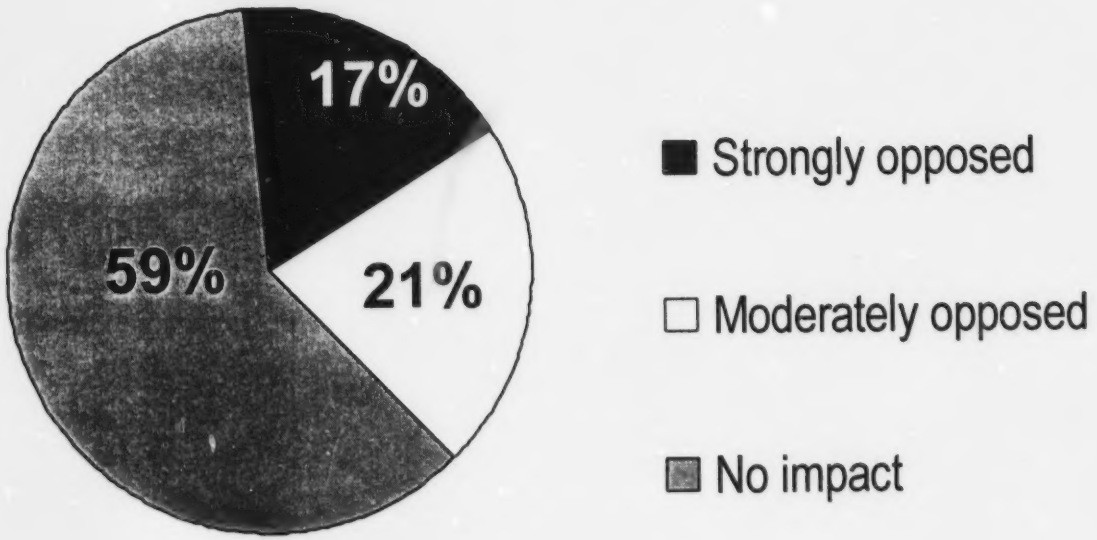
Impact on Support for Trade Agreements

[asked of those recalling media coverage]

What impact would you say the coverage has had on your views of the Government of Canada pursuing more trade agreements?



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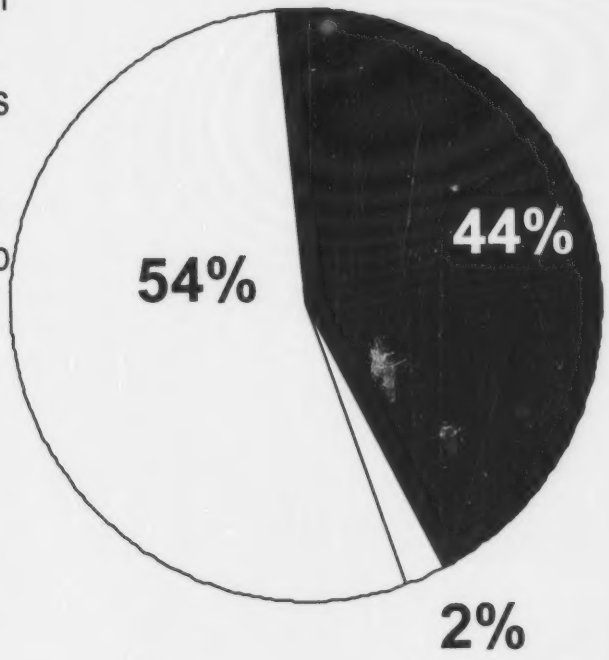
Benefits of Trade

Which of the following two statements is closest to your point of view?...

The benefits from international trade filter down through the economy and most Canadians benefit through jobs, taxes companies pay, and a better selection of goods available to consumers



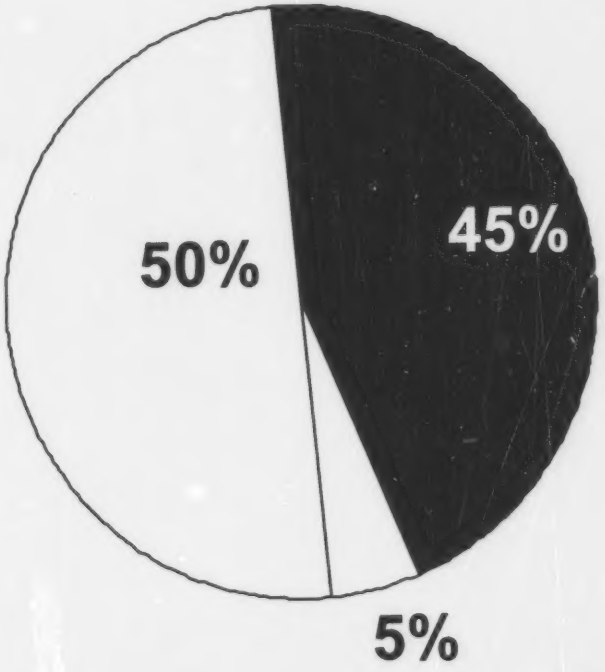
The benefits from international trade go mostly to large corporations and wealthy investors, with little left over for average Canadians

DK/NR

Links to Social Sphere

Which of the following two statements is closest to your point of view?

Social programs are a core part of our economy and as such they can easily be influenced by agreements on international trade



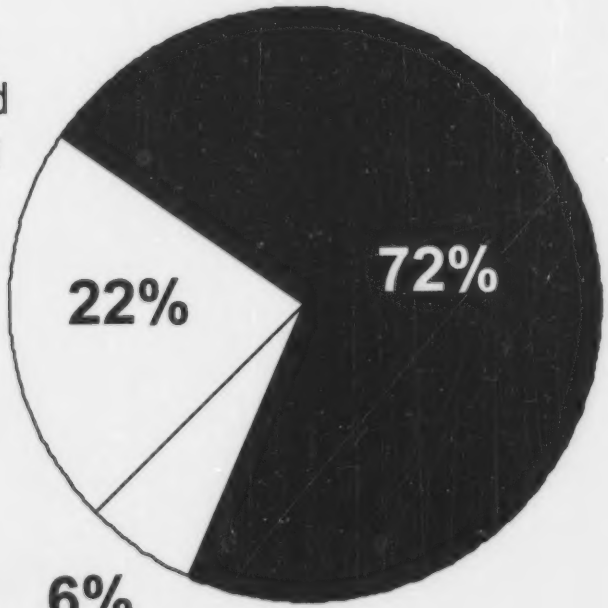
International trade agreements are about business and economics and have little if anything to do with things like social programs in Canada

DK/NR

Trade With Developing Nations

Which of the following two statements is closest to your point of view?

Increasing trade with developing countries means jobs will be lost in Canada and we shouldn't try to increase it



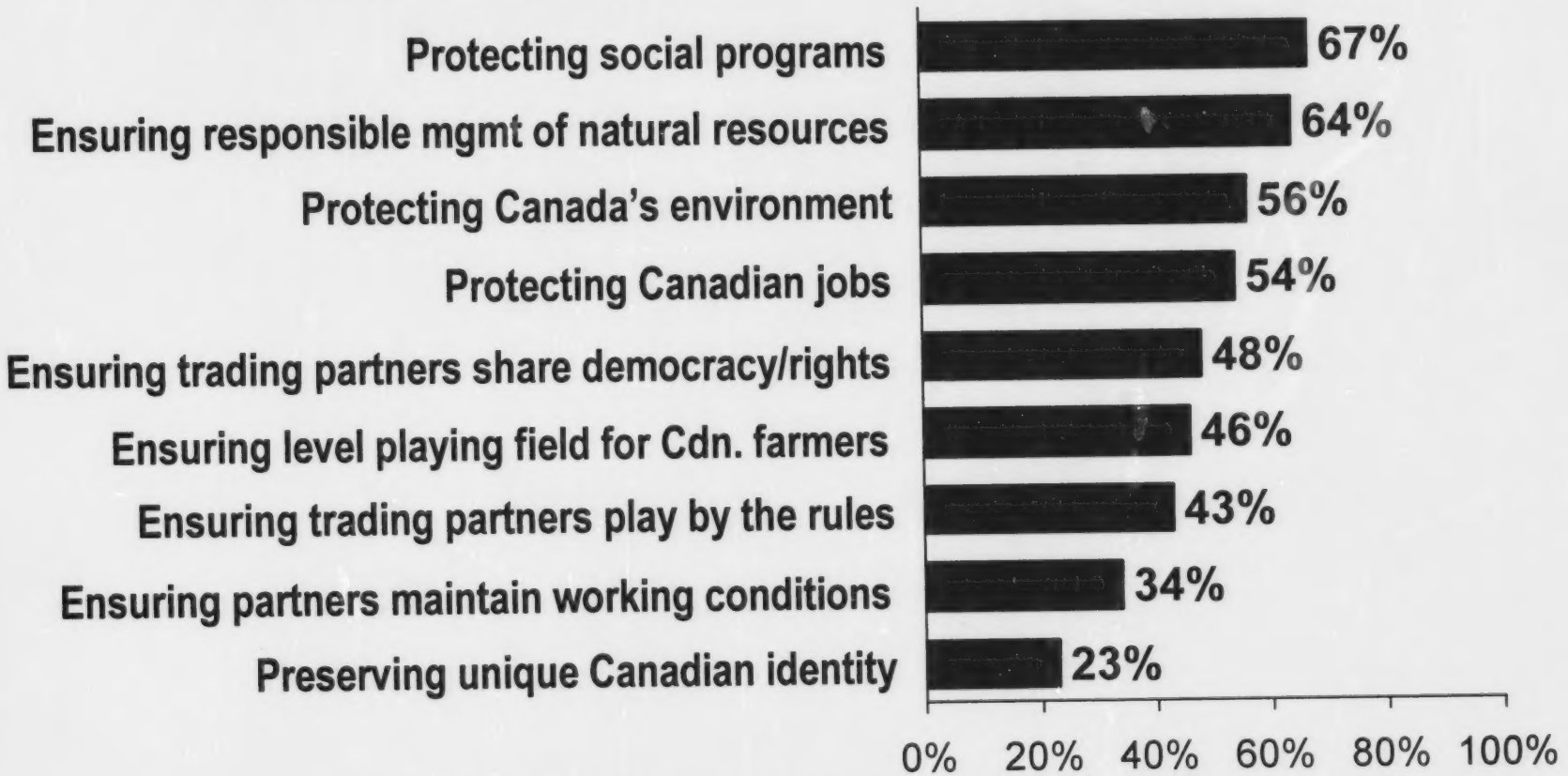
Canada should increase trade with developing countries so they have an opportunity to grow their economies

D.

Government Role

Trade Negotiation Trade-Offs

Suppose you were the Minister of International Trade and had to chose between conflicting priorities during trade negotiations. Which of the following is in the best interest of the Canadian public?



Presented in a series of 4 randomly selected paired trade-offs.
Percentages represent aggregate wins over all other choices.

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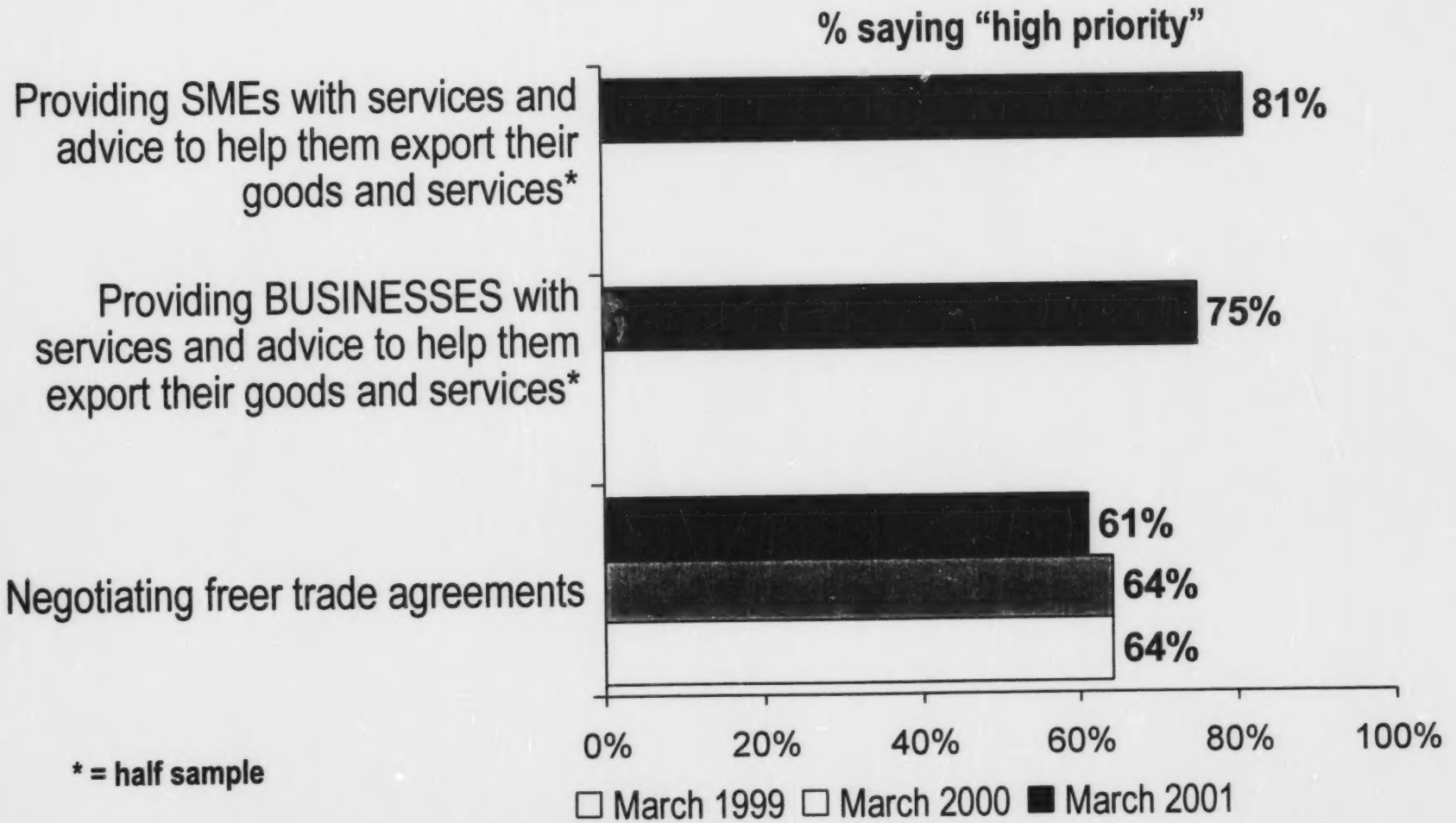
Priorities for Trade Activities

What priority should Government of Canada place on ...?



* = half sample

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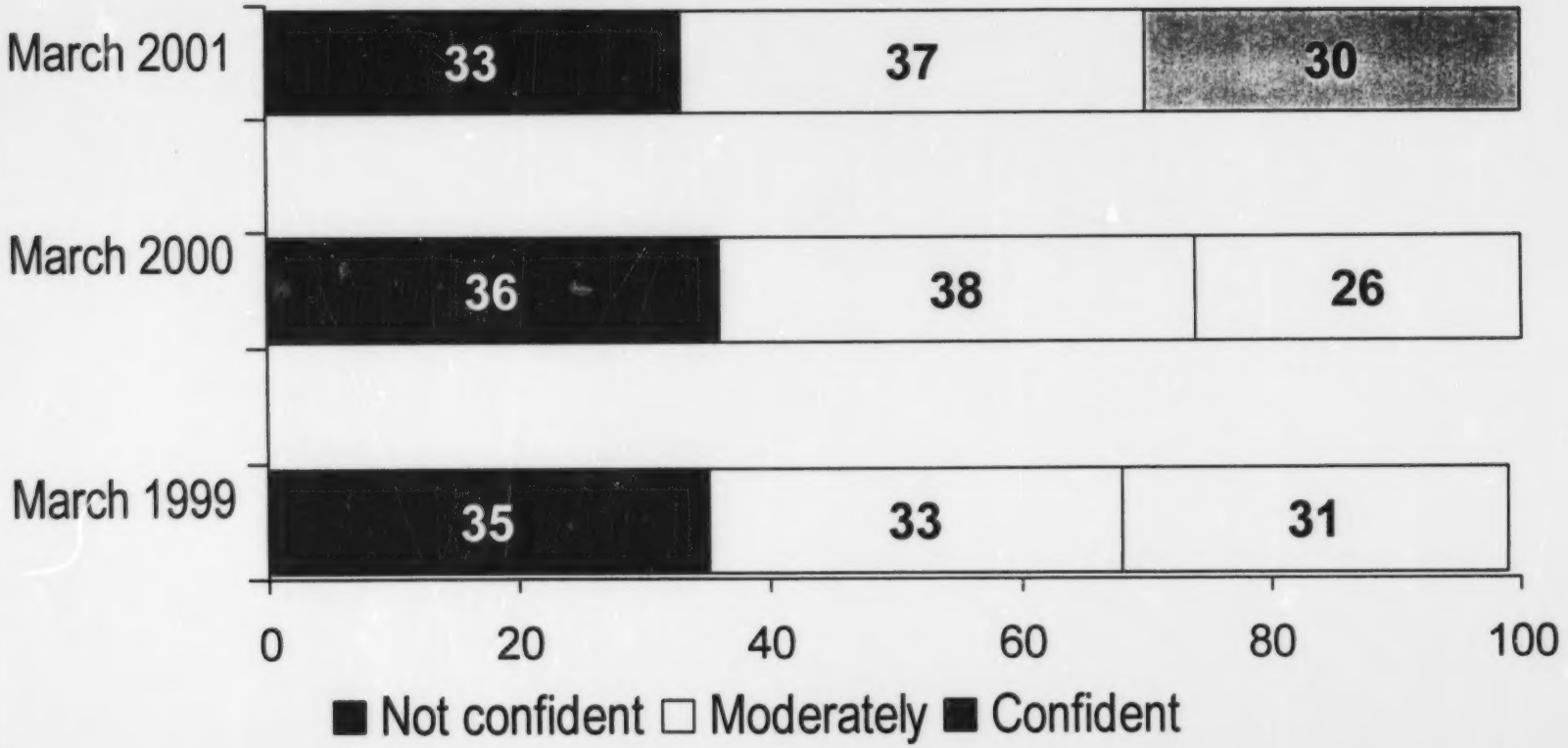
Confidence in Government Negotiations

How confident are you in the Government of Canada's ability to protect our national interests when negotiating trade deals with other countries?



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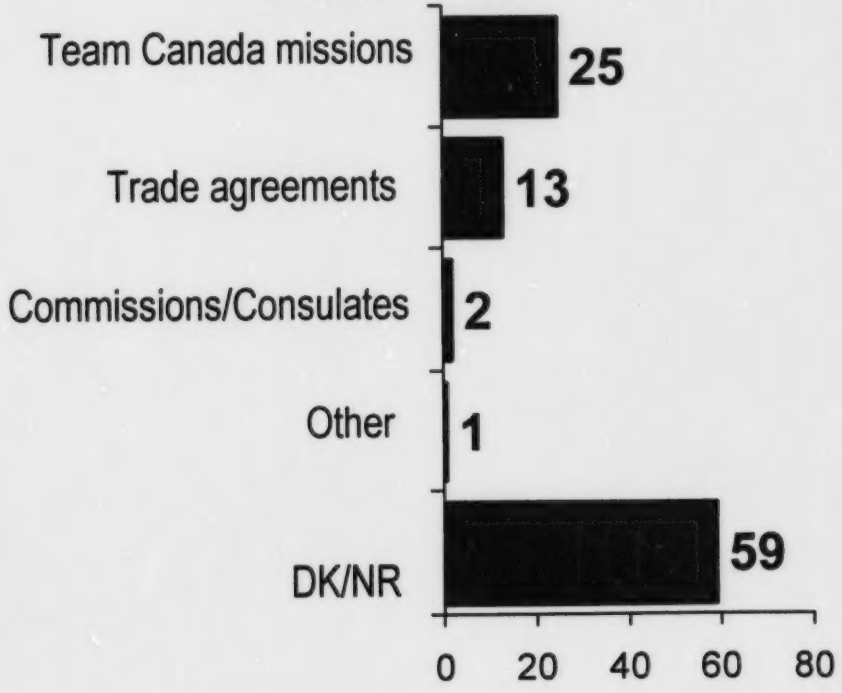
Awareness of Trade Promotion

Can you name any activities the Government of Canada is involved in in other countries to promote trade opportunities for Canadian businesses?



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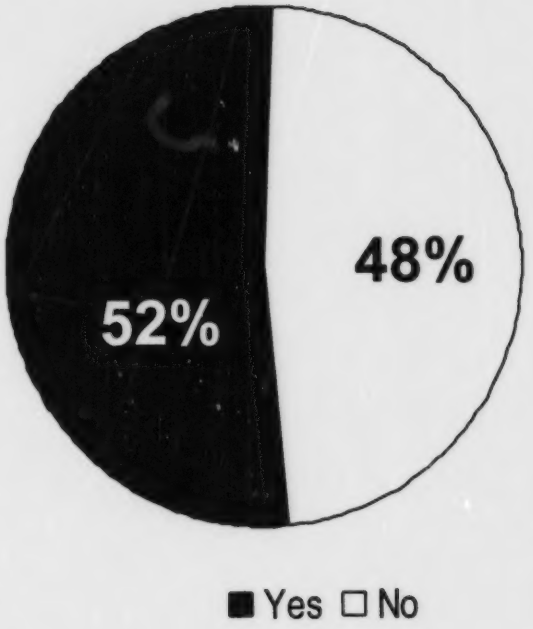
[if didn't name "Team Canada"] "Have you heard of Team Canada trade missions?"



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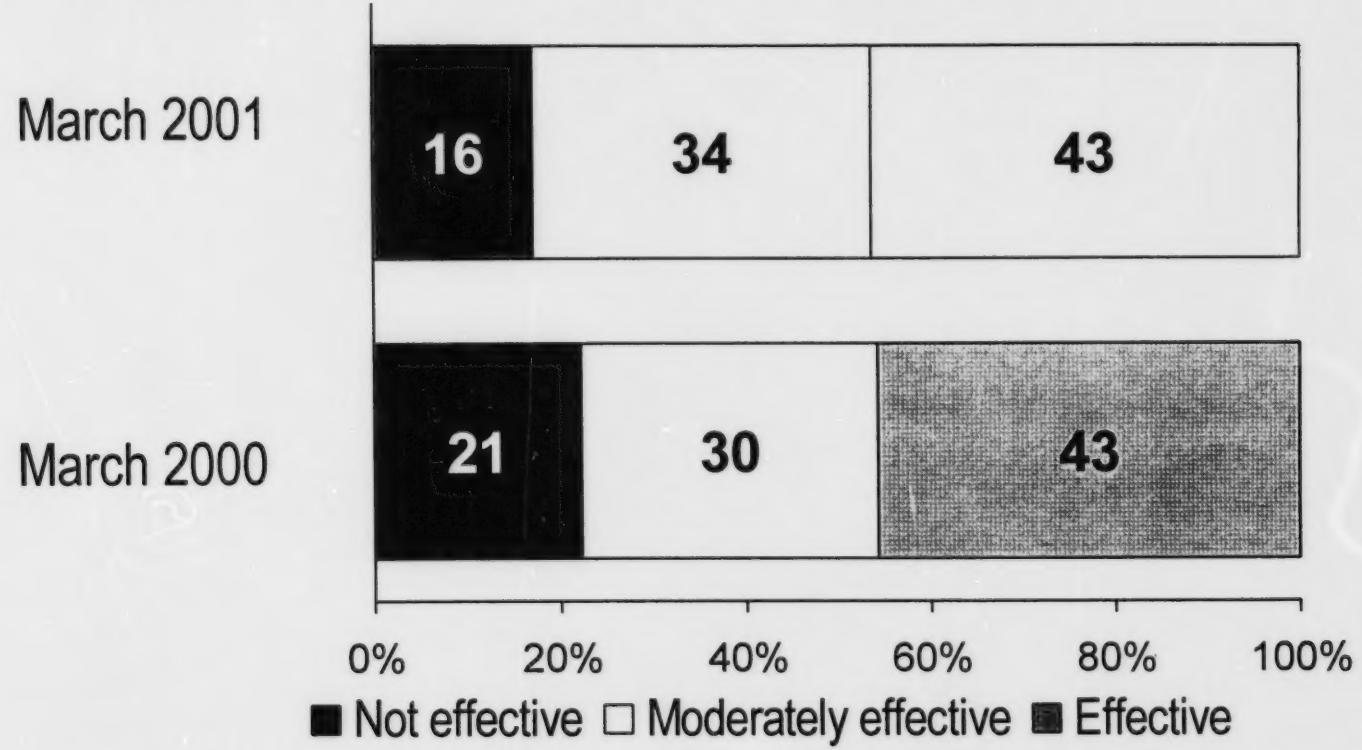
Effectiveness of Team Canada

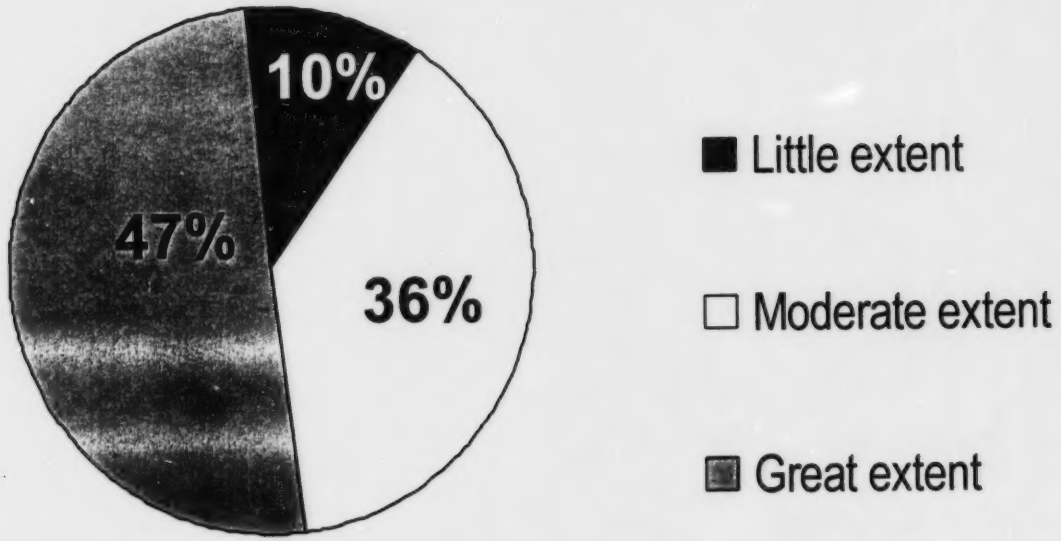
[For those aware of Team Canada missions]

How effective would you say these missions have been in developing new markets and opportunities?



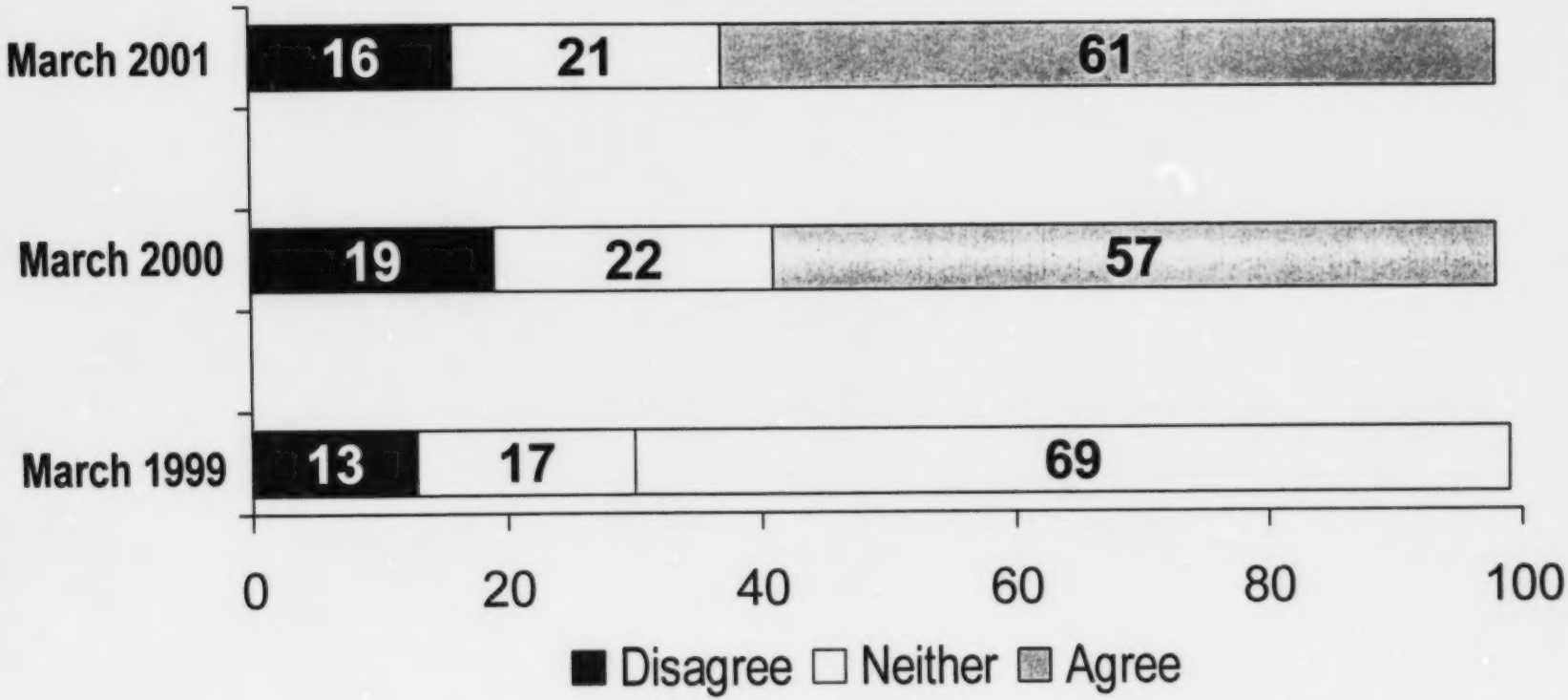
Effectiveness of Services

To what extent does the Government of Canada's trade advice/information provided to Cdn. Companies help them achieve success in trade-related activities?



Benefits of Trade Promotion

I think Canada's trade promotion efforts translate into jobs and economic benefits for MY PROVINCE



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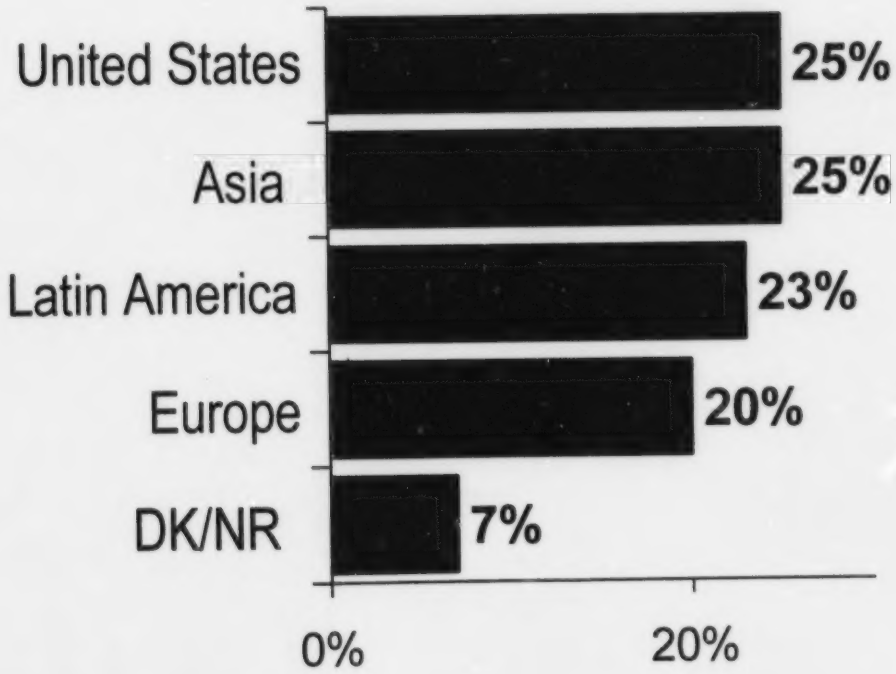
Focus for Trade Efforts

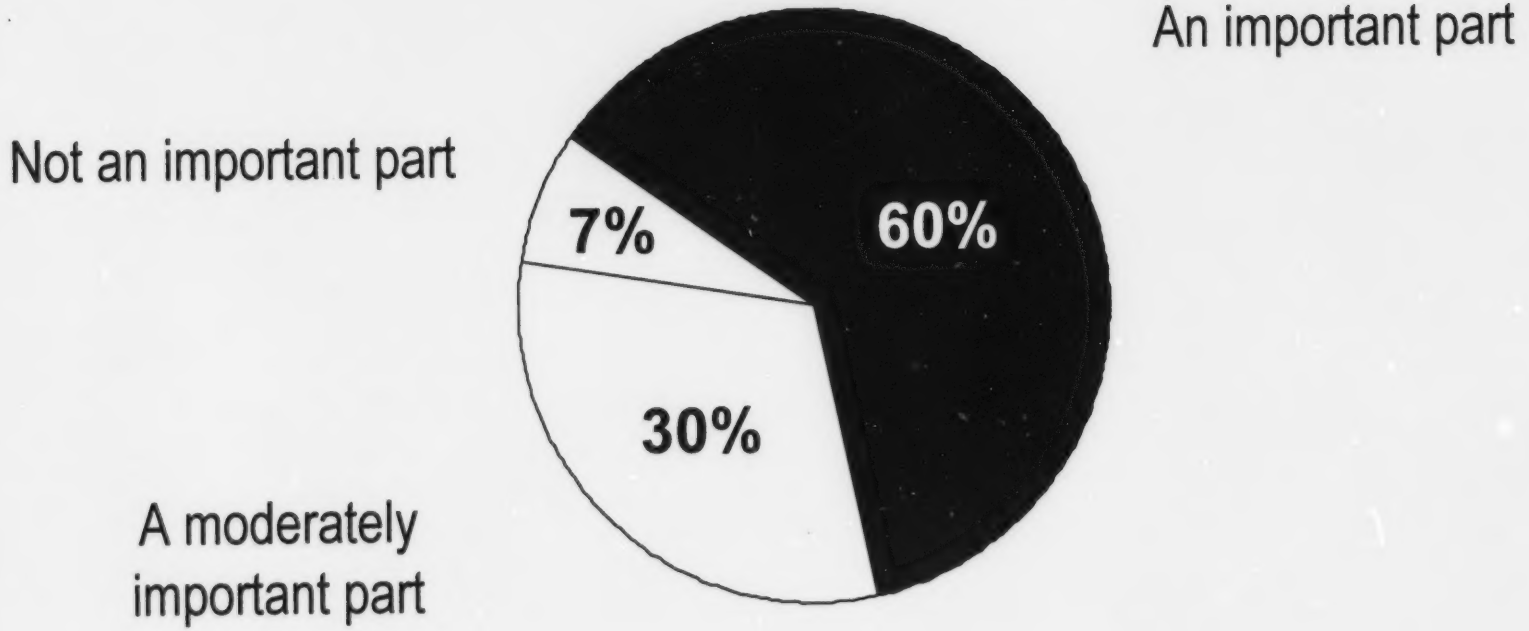
If the Government of Canada were to increase its trade-related efforts in one of the following areas, which do you think it should be?



E. Trade in Services

Importance of Trade in Services

How important a part of Canada's economy do you think international trade in services represents?



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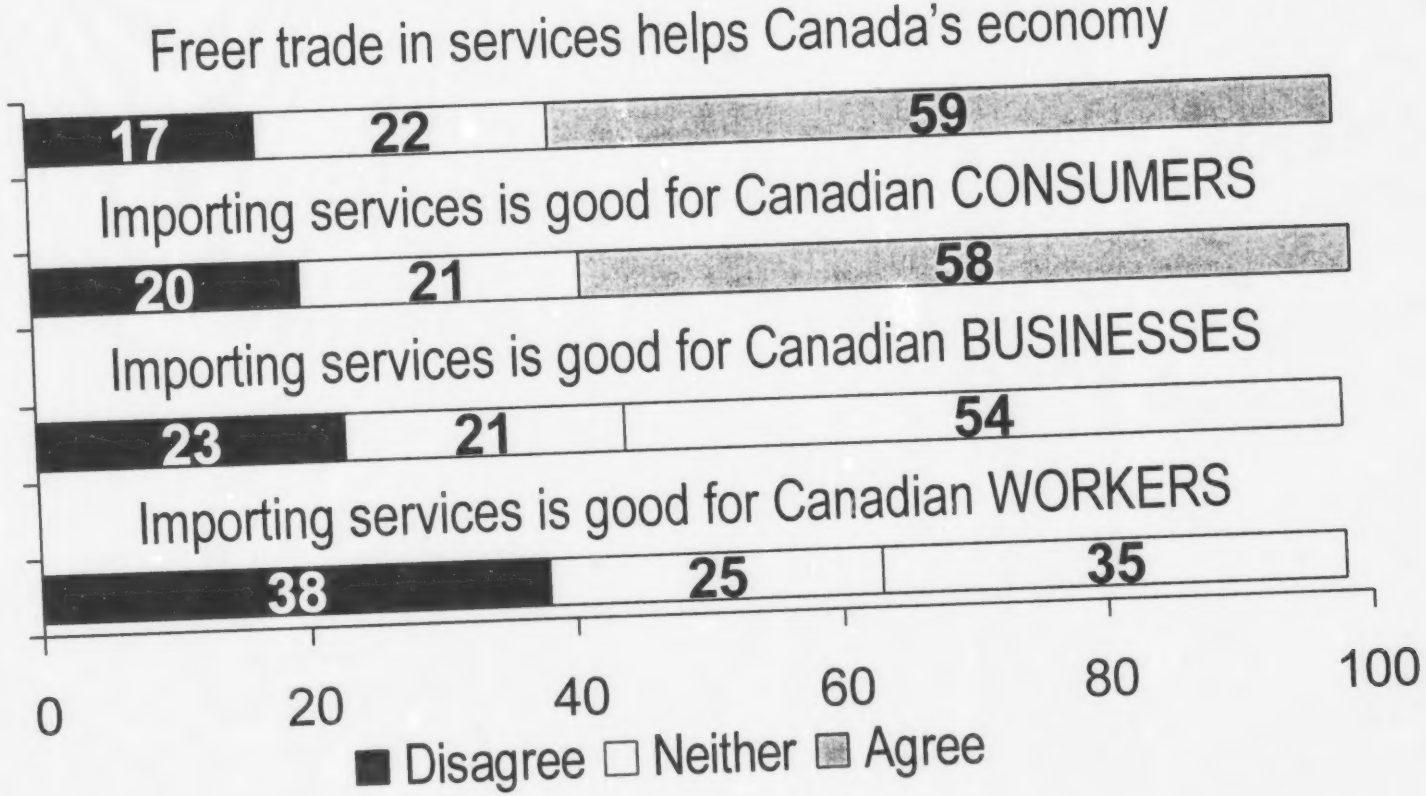
International Trade Survey, March 2001

Impact on Labour Standards



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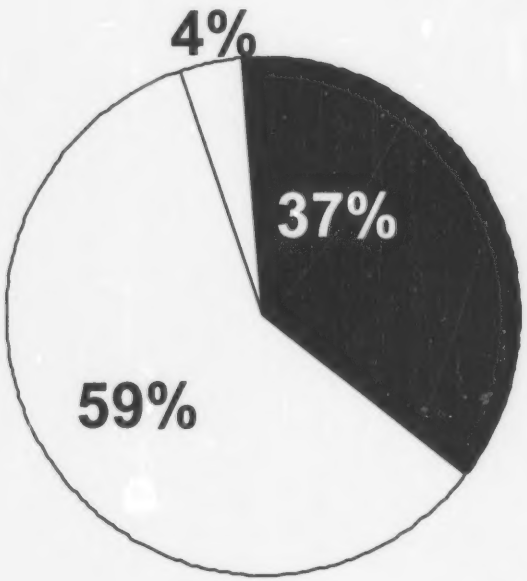
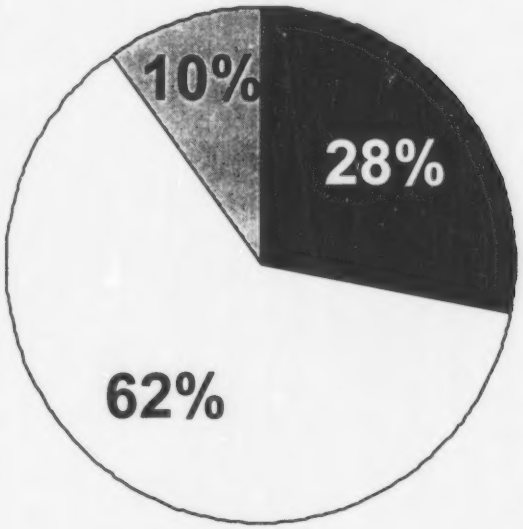
International Trade Survey, March 2001

Freer Trade in Services

Do you think freer trade in services will harm Canadian professional standards?

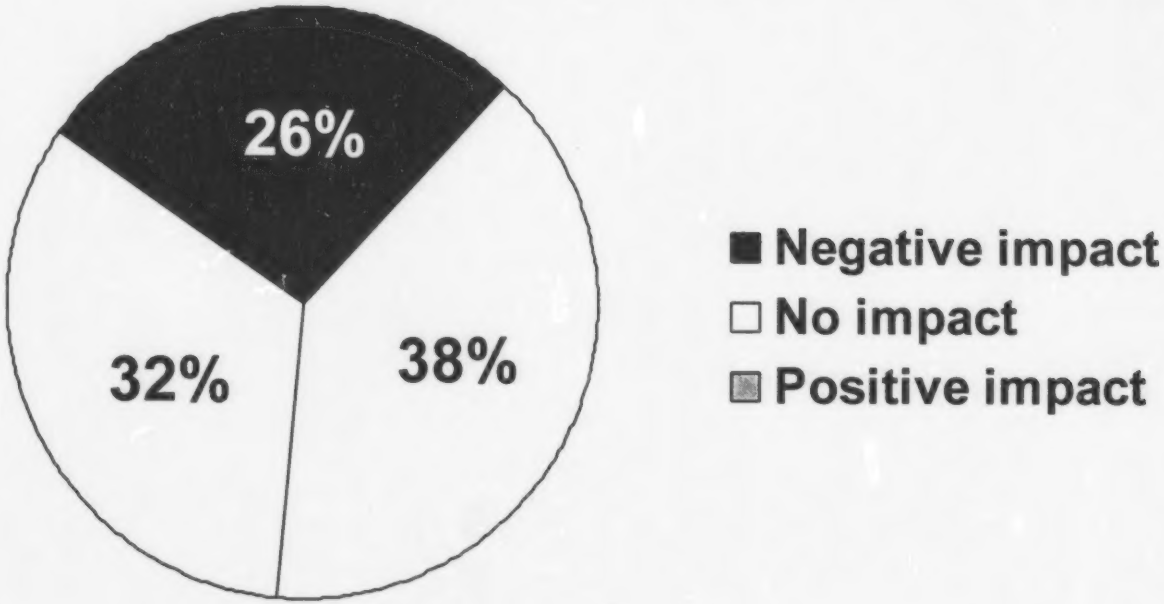


Do you think freer trade in services will harm the ability of Canadian municipalities to make decisions such as zoning by-laws?



Impact on Public Services

What impact do you think international trade agreements that promote increased trade in services have on public services in Canada like health care, education and social services?



Positions des Canadiens sur le commerce international

Exposé au :
Ministère des Affaires étrangères
et du Commerce international

Le 1er juin 2001

EKOS
Research Associates Inc.

Methodology

Échantillon aléatoire stratifié national de 1 204 interviews

- ✓ Résultats pancanadiens valides à ± 2,8 points de pourcentage, le niveau de confiance étant de 95 p. 100
- ✓ Les marges d'erreur aléatoire sont plus élevées pour les régions et autres sous-groupes
- ✓ Les interviews ont été effectuées du 28 mars au 6 avril 2001

Données de suivi aussi incluses

- ✓ D'études précédentes sur le commerce international
- ✓ De sondages Ekos connexes

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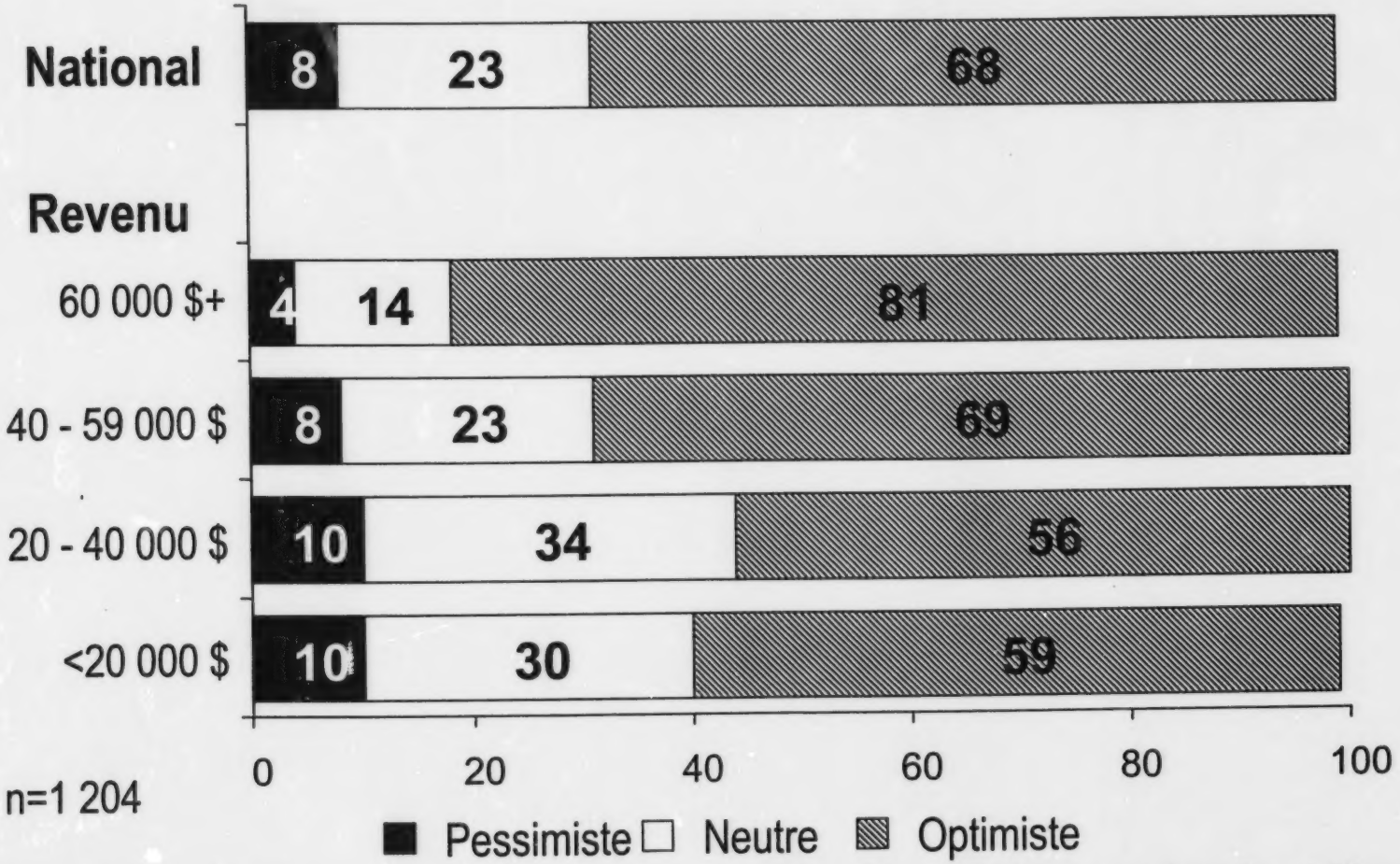
A. Constatations

Optimisme

Vis-à-vis votre avenir personnel, diriez-vous que vous êtes pessimiste ou optimiste?



2001
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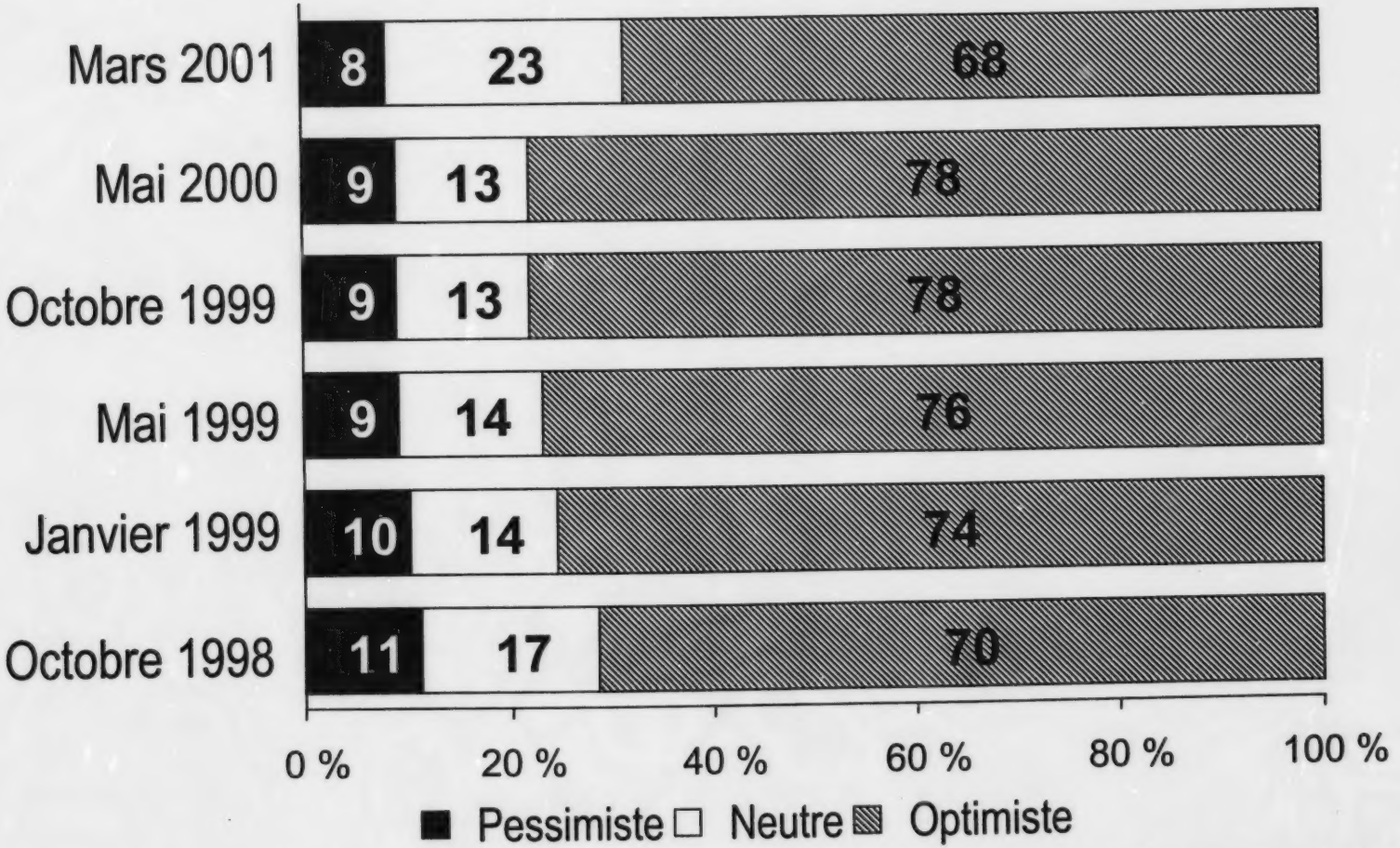
Données de suivi sur l'optimisme

Vis-à-vis votre avenir personnel, diriez-vous que vous êtes pessimiste ou optimiste?



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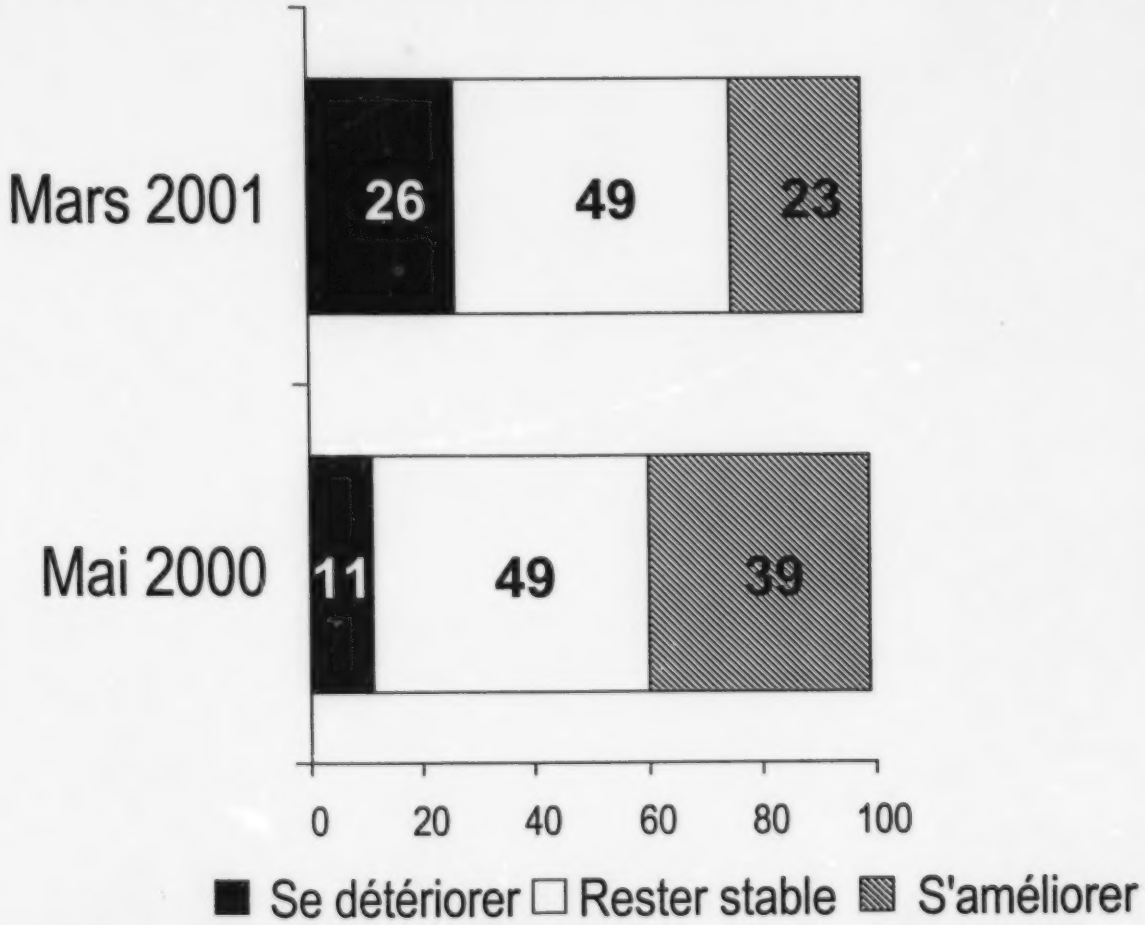
Sondage sur le commerce international, Mars 2001

Vues sur l'économie

Au cours des prochains 12 mois, pensez-vous que l'économie va s'améliorer, se détériorer ou rester stable?

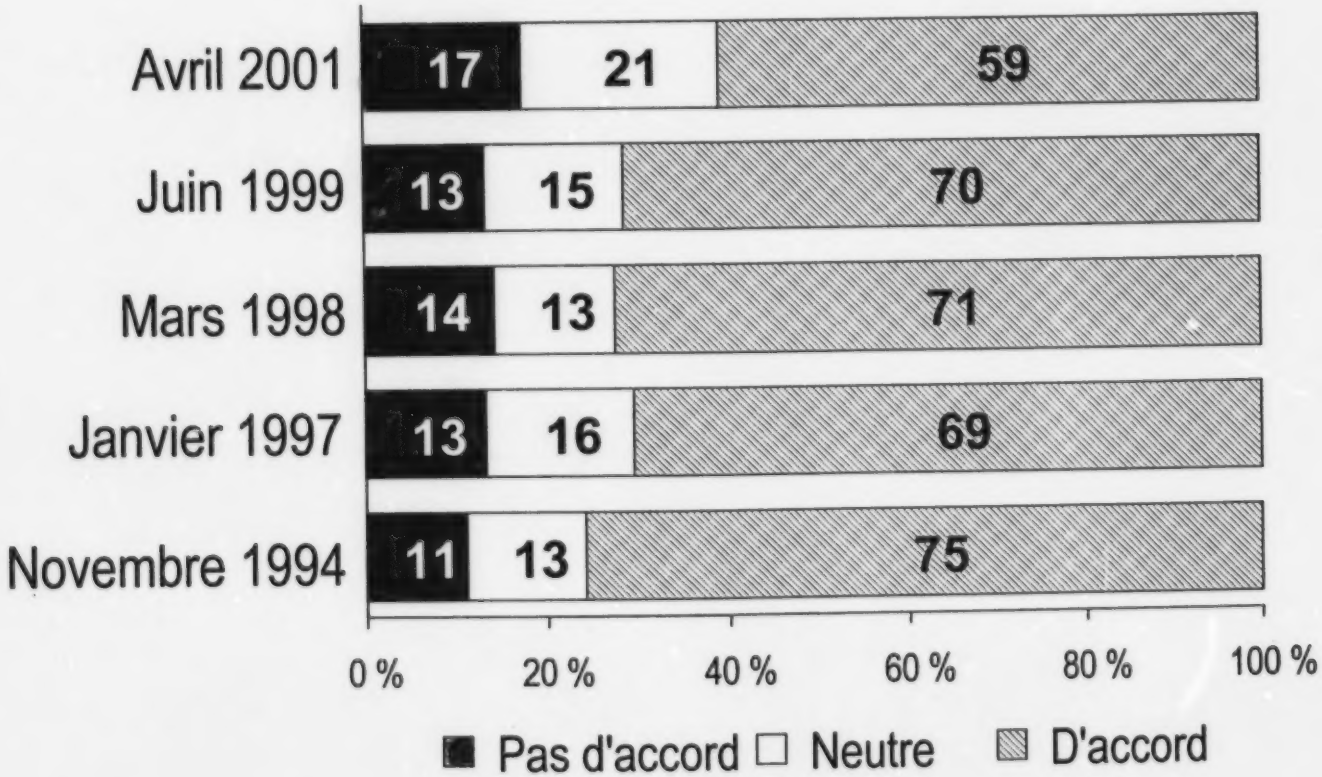


2001
EKOS Research Associates Inc.

Sondage sur le commerce international, Mars 2001

Données de suivi sur l'insécurité culturelle

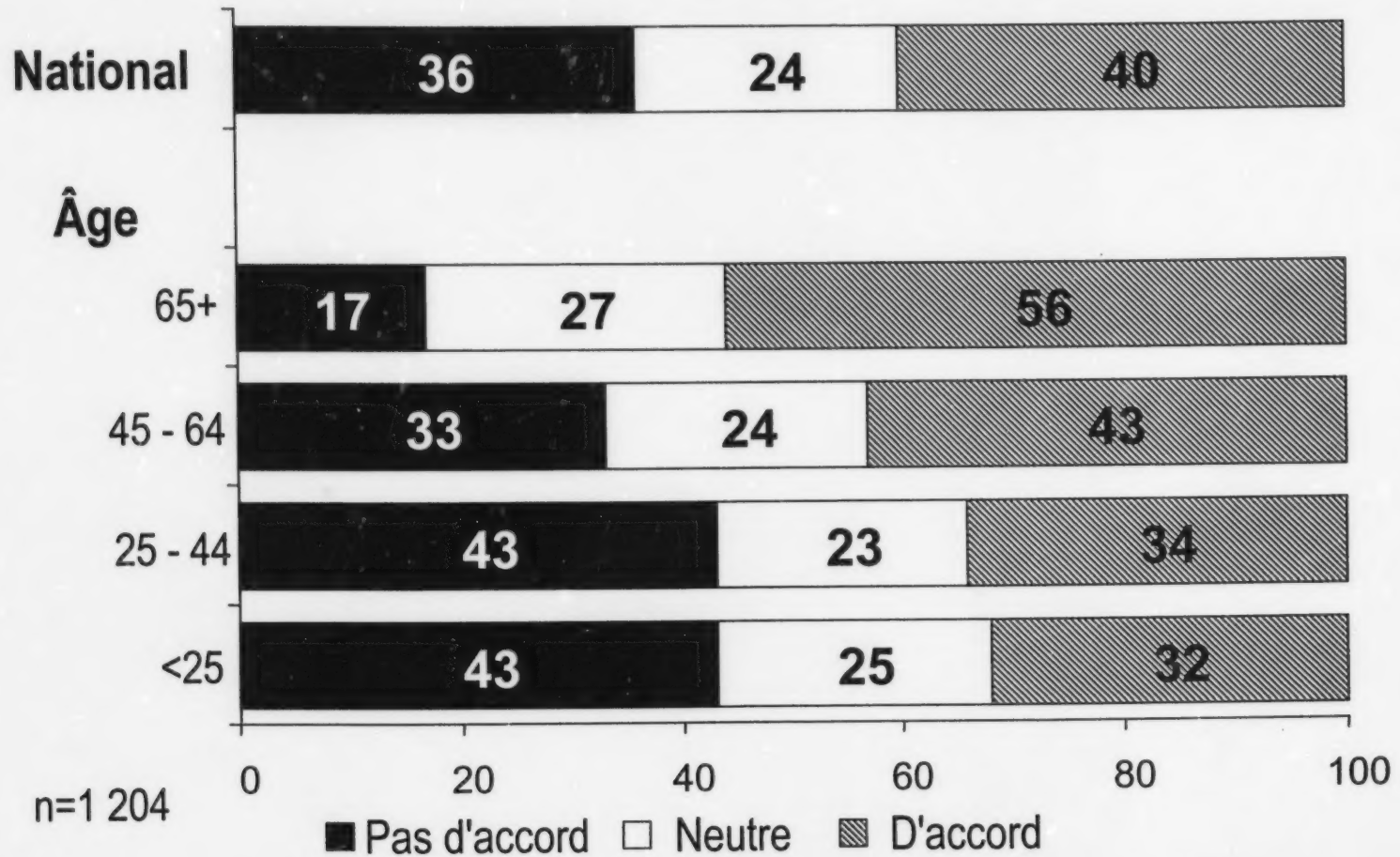
Par le passé, le Canada était un encroit plus sûr, un pays où régnait une plus grande harmonie et où il était plus agréable de vivre.



2001
EKOS Research Associates Inc.

Inquiétude face au rythme du changement

Le monde qui m'entoure change si rapidement que j'ai du mal à suivre

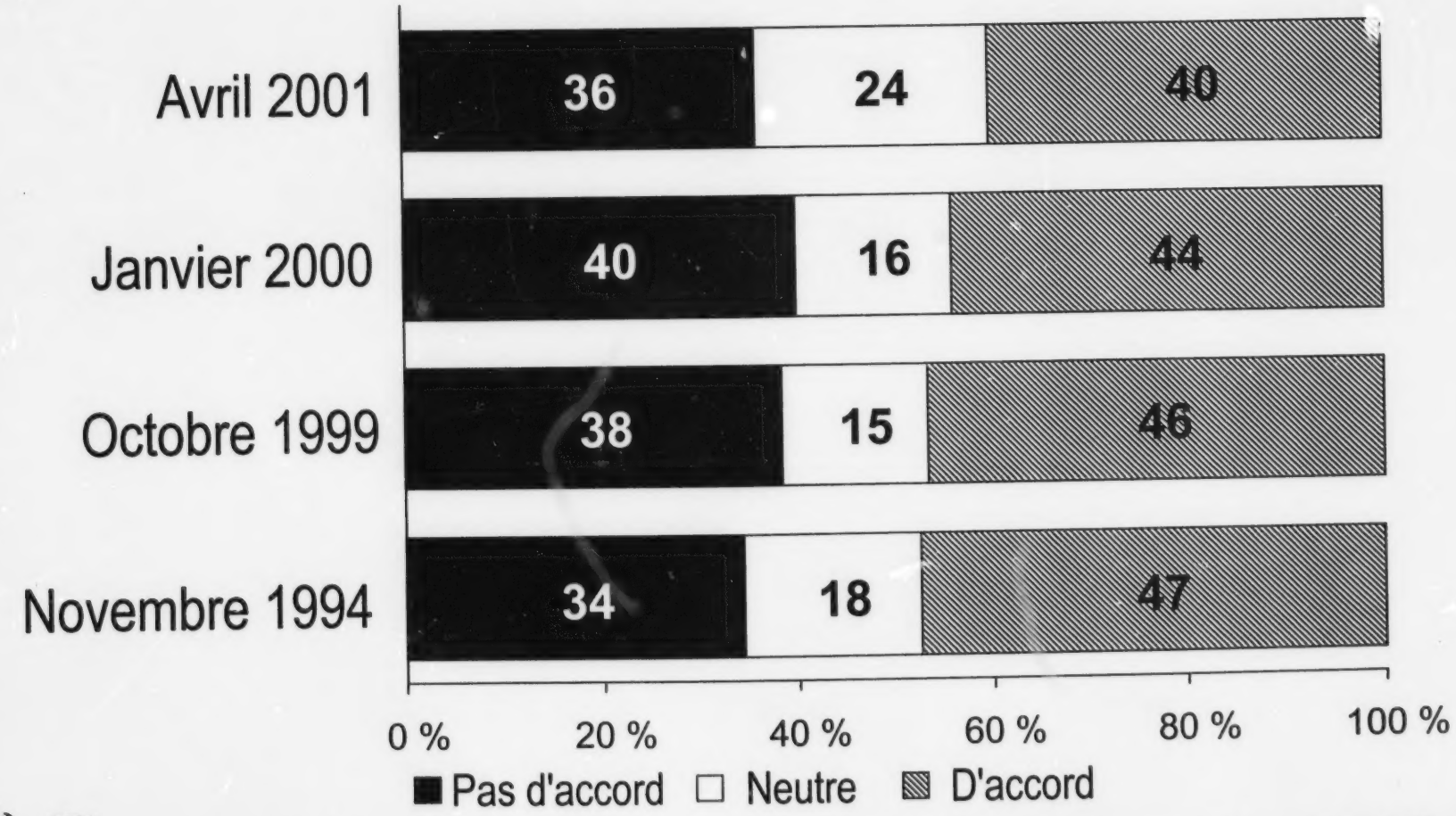


2001
EKOS Research Associates Inc.

Sondage sur le commerce international. Mars 2001

Données de suivi sur l'inquiétude face au rythme du changement

Le monde qui m'entoure change si rapidement que j'ai du mal à suivre



2001
EKOS Research Associates Inc.

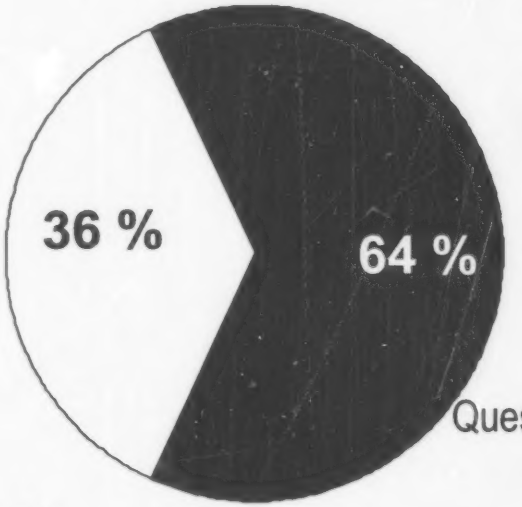
Sondage sur le commerce international, Mars 2001

B.

Opinions générales sur le commerce

Connaissance des sujets couverts dans les médias

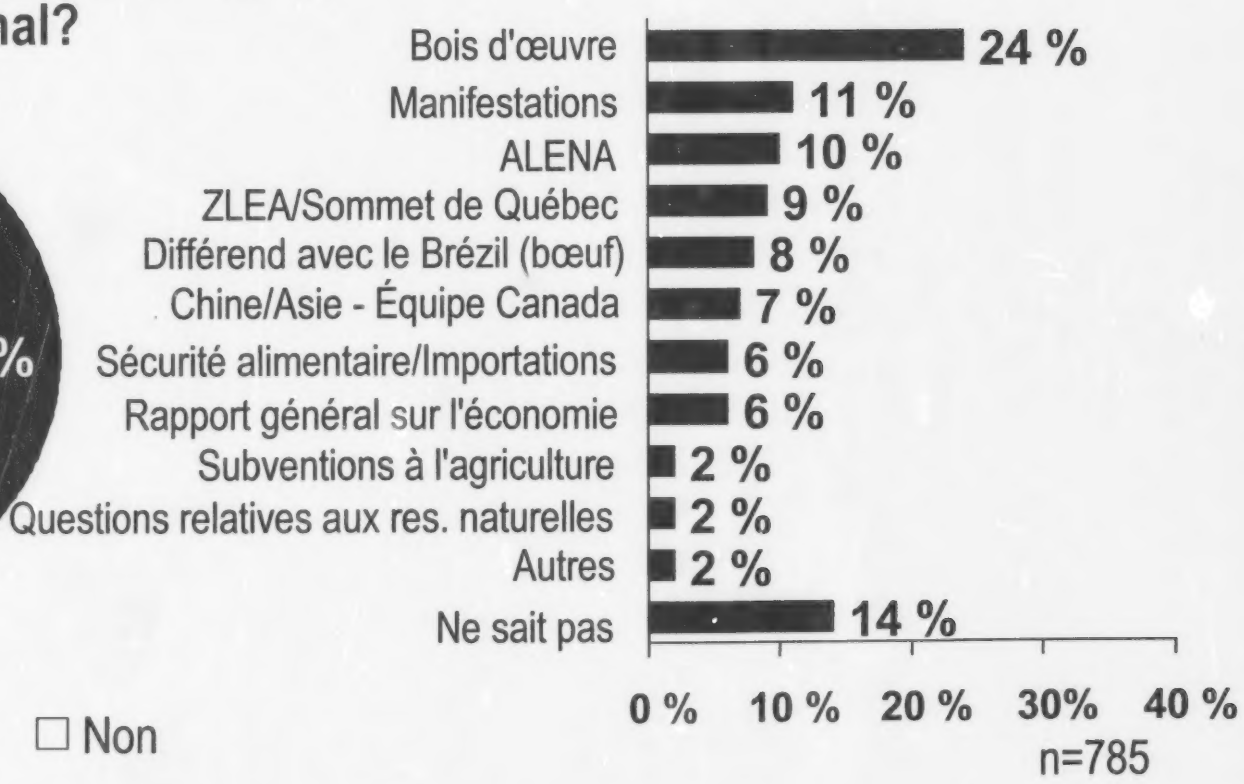
Vous rappelez-vous de sujets, couverts par les médias ces derniers mois, qui portaient sur le commerce international?



n=1 204

■ Oui □ Non

Lesquels?

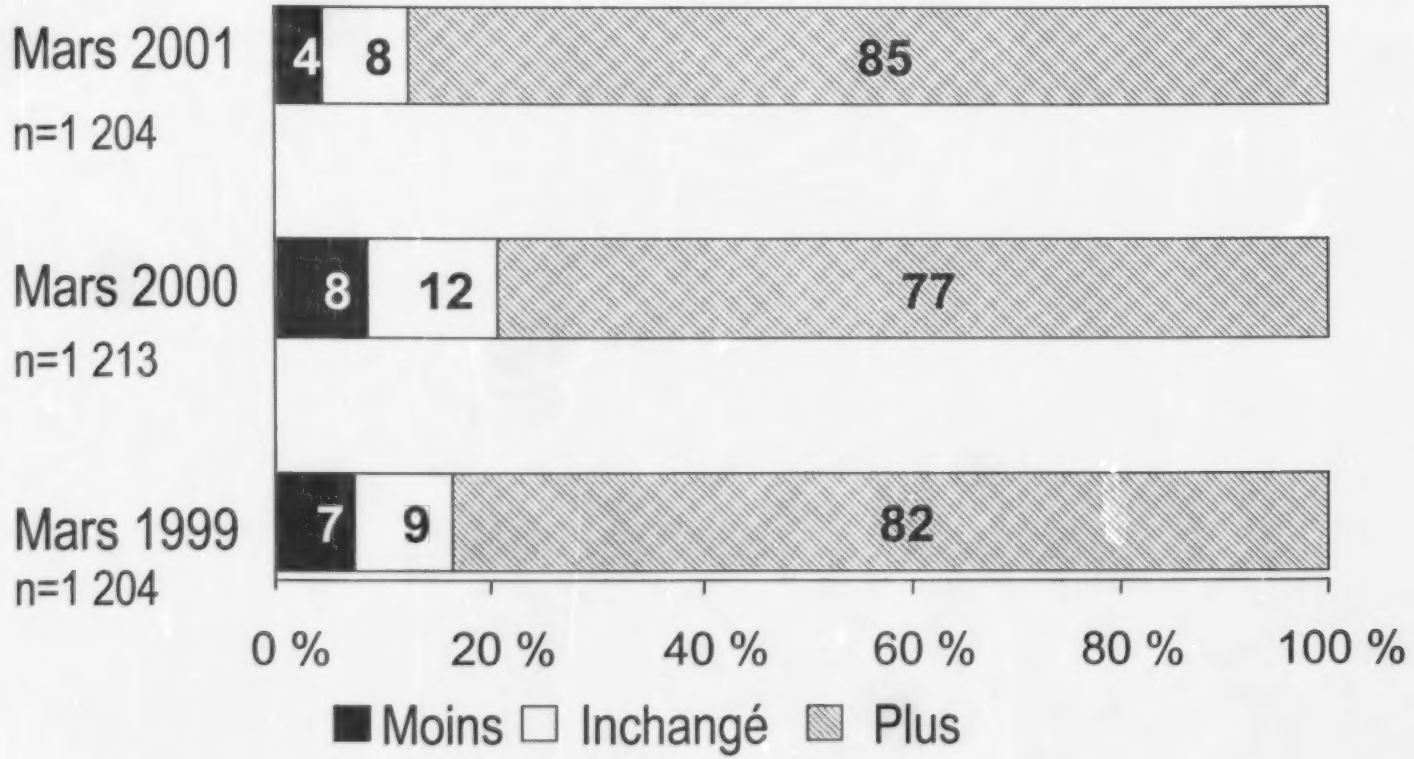


n=785

2001
EKOS Research Associates Inc.

Importance pour l'économie canadienne

Au cours des dix dernières années, le commerce international est-il devenu, selon vous, moins ou plus important au plan de sa contribution à l'économie canadienne?



2001
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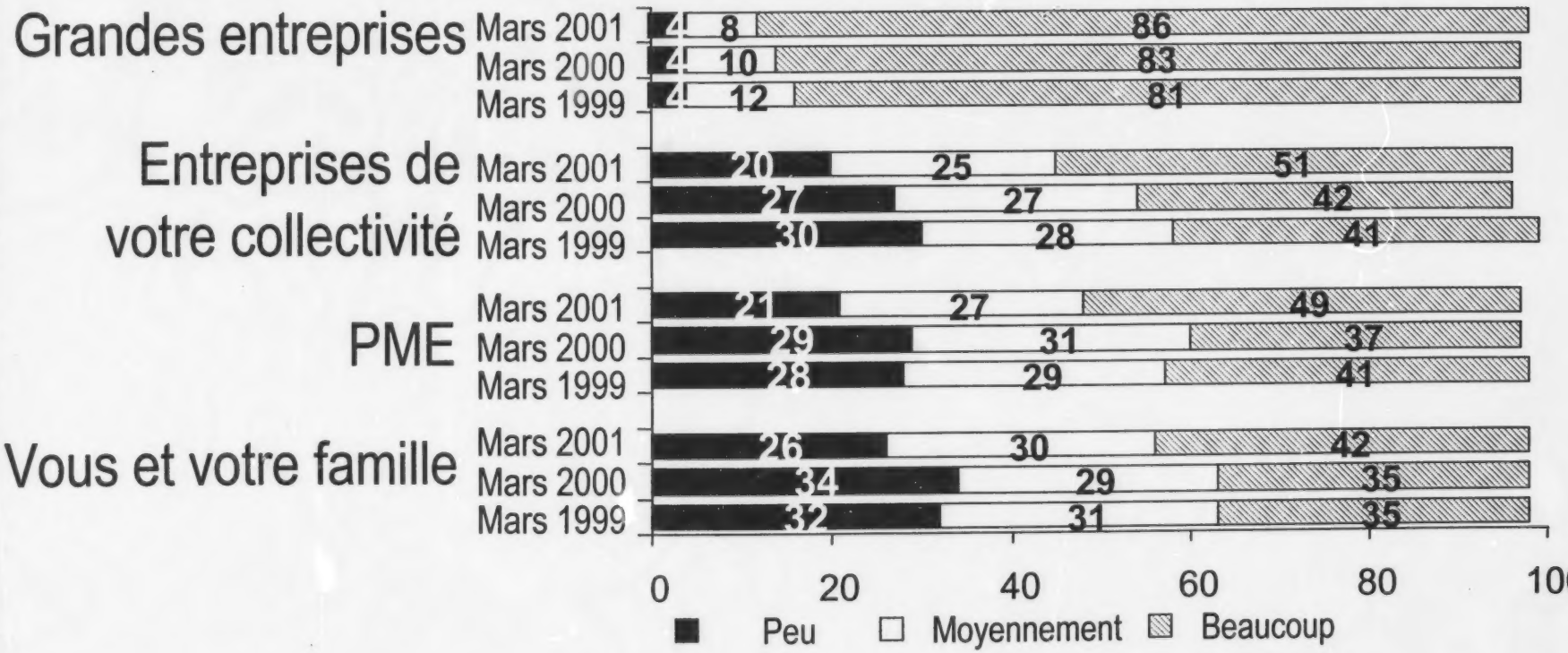
Qui profite du commerce?

Dans quelle mesure diriez-vous qu'au Canada, le commerce international bénéficie à chacun des groupes suivants?



2001
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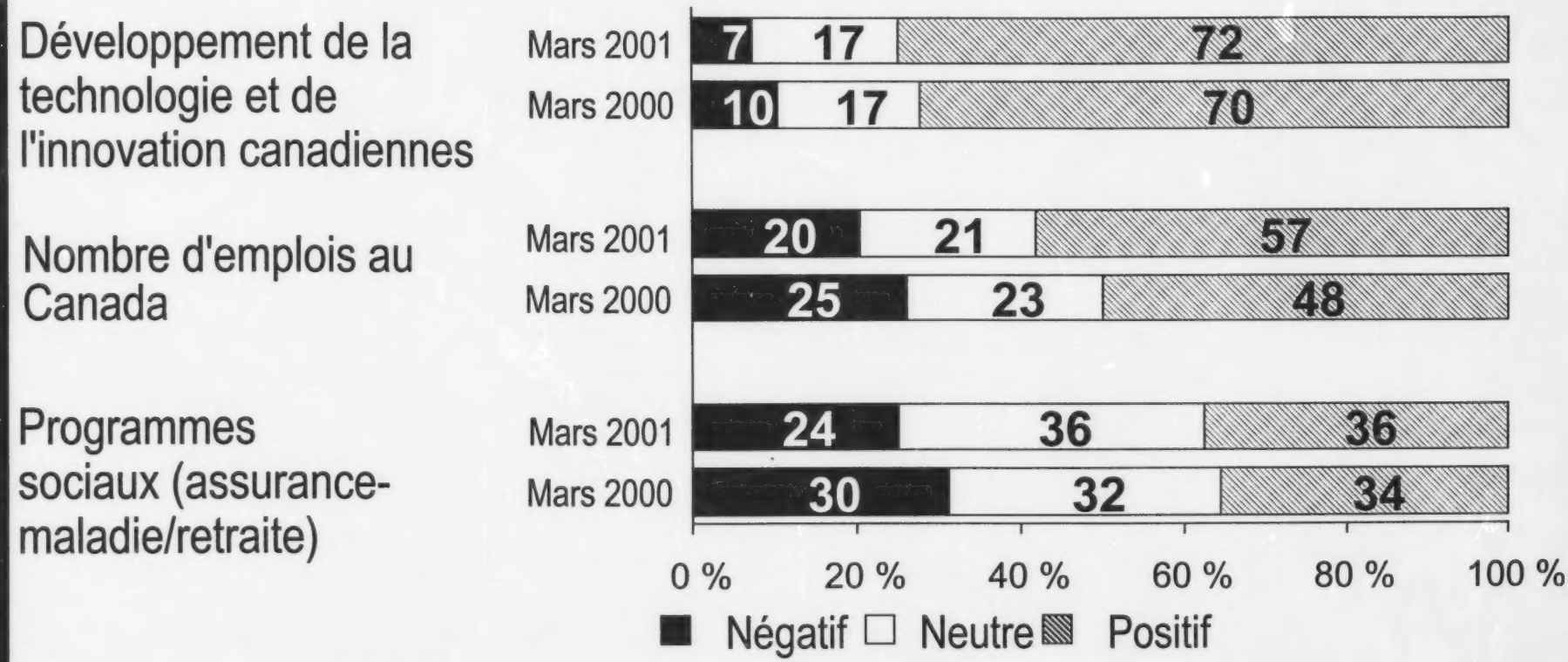
Incidence du commerce

Selon vous, quelle est l'incidence des échanges internationaux du Canada sur chacun des domaines suivants?



2001
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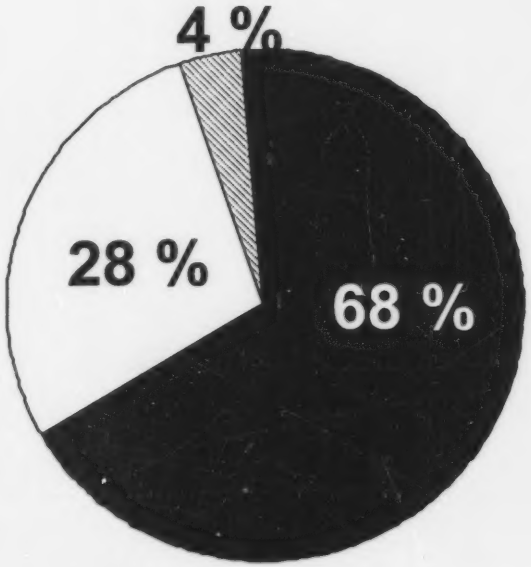
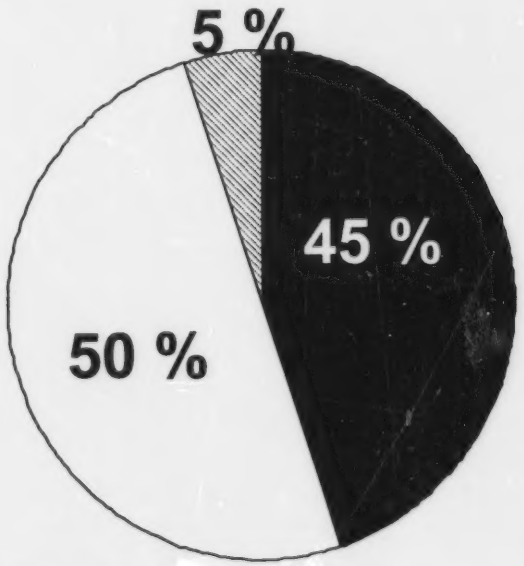
Incidence sur l'emploi

[Si l'incidence sur l'emploi est jugée positive] Parmi les types d'emplois suivants, quel est celui que le commerce crée le plus?



n=680

[Si l'incidence sur l'emploi est jugée négative] Parmi les types d'emplois suivants, quel est celui où le commerce cause le plus de pertes?



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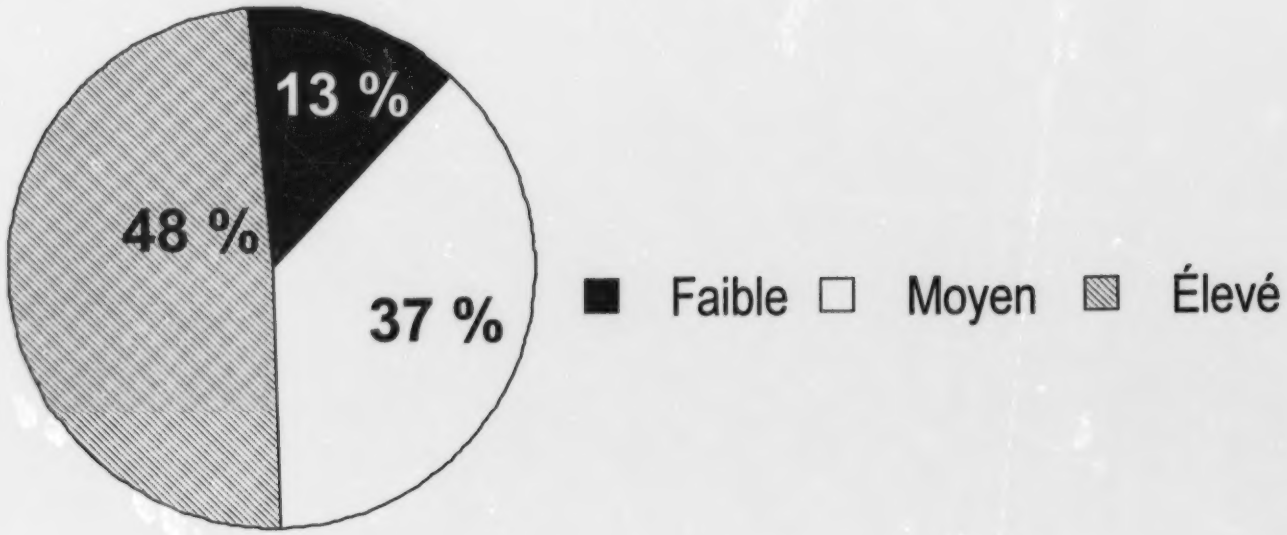
2001
EKOS Research Associates Inc.

Compétitivité canadienne

Selon vous, quel est le niveau de compétitivité des entreprises canadiennes à l'échelle internationale?



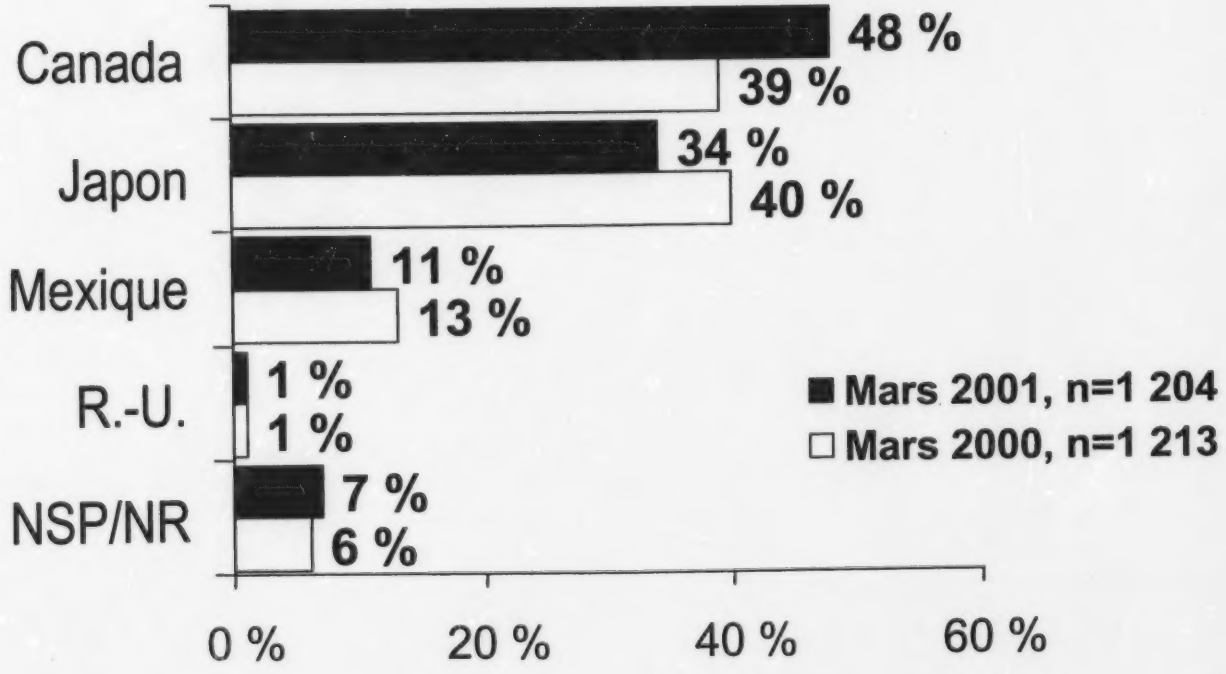
2001
EKOS Research Associates Inc.

n=1 204

Sondage sur le commerce international, Mars 2001

Connaissance des pays exportateurs vers les États-Unis

Parmi les pays suivants, lequel exporte le plus vers les États-Unis?



2001
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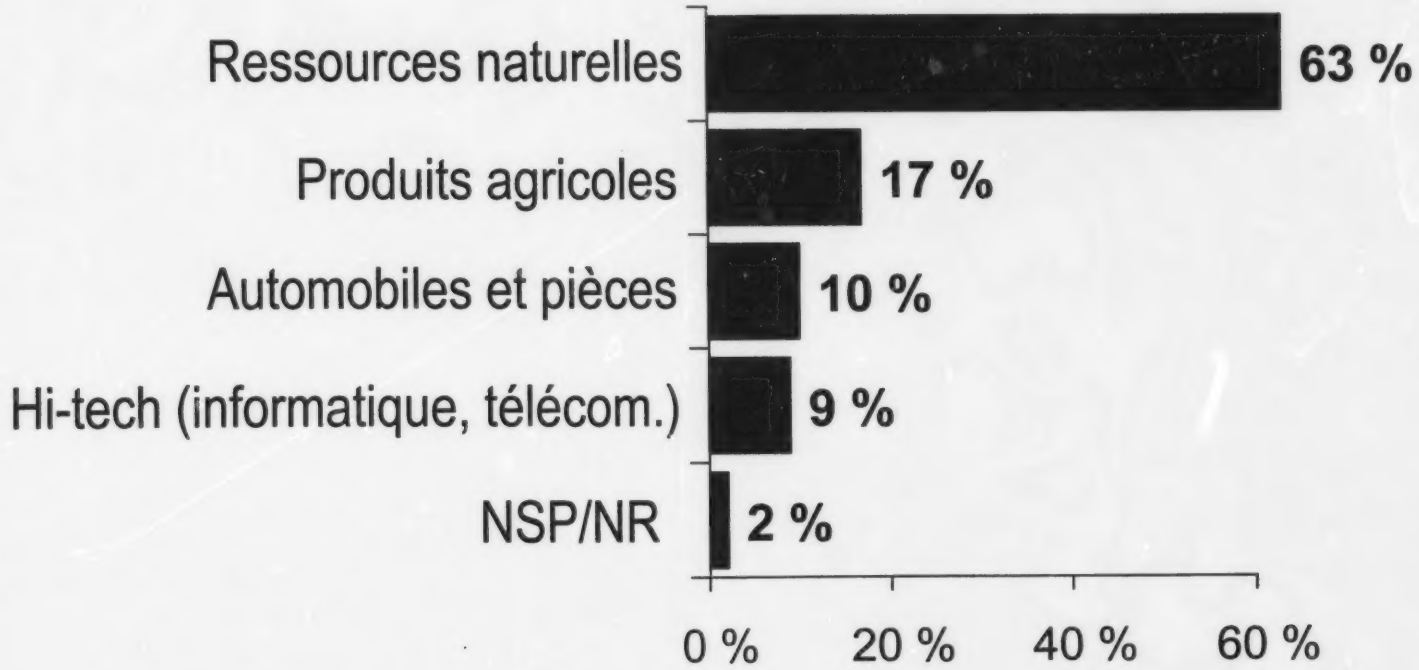
Connaissance des exportations canadiennes

Selon vous, qu'est-ce qui constitue la majeure partie des exportations canadiennes?



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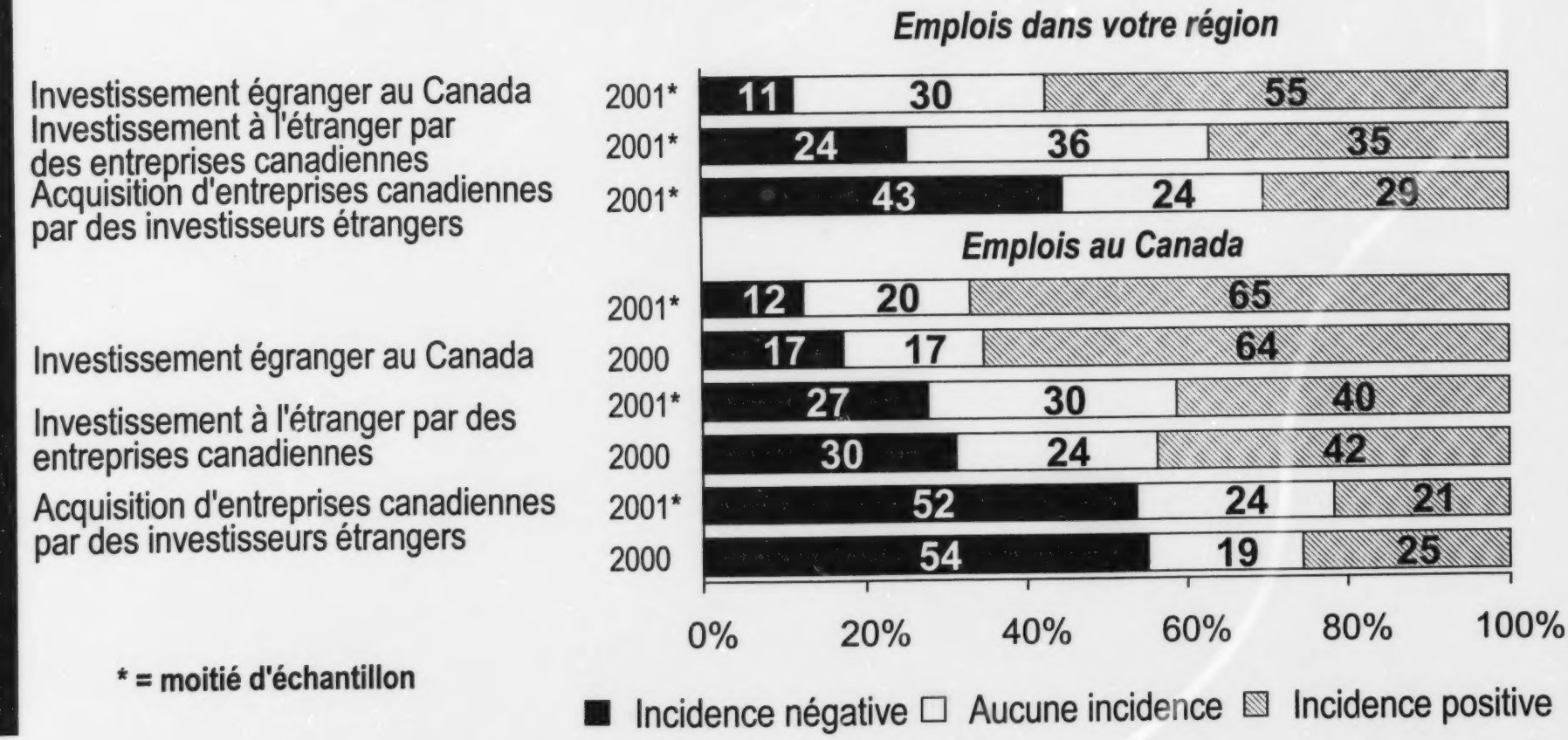
Sondage sur le commerce international, Mars 2001

Investissement

Quelle incidence les faits suivants ont-ils sur l'emploi au Canada, dans votre région?



*** = moitié d'échantillon**

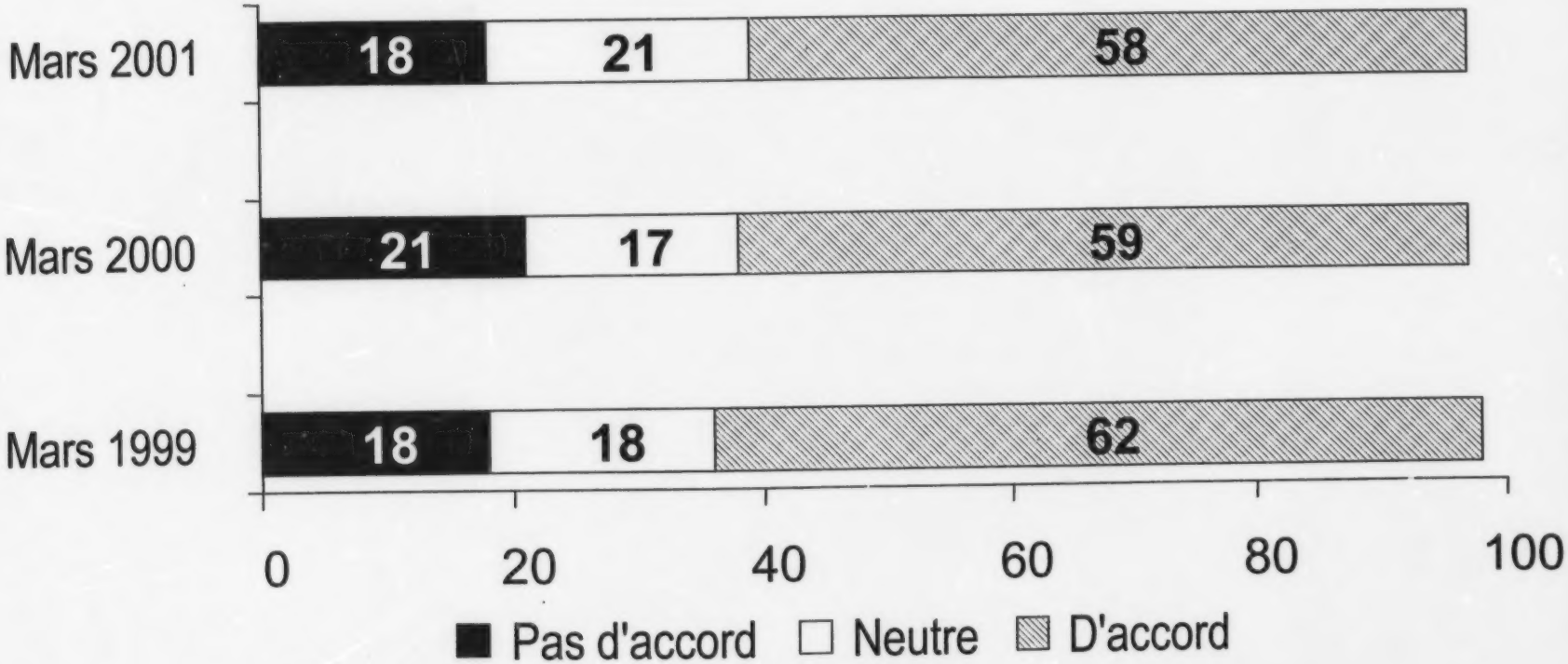
2001
EKOS Research Associates Inc.

C.

Attitudes particulières et liens avec des questions connexes

Répercussions sur l'environnement

Le fait que le commerce international puisse inciter les pays à abaisser leurs normes environnementales pour être plus concurrentiels m'inquiète.



2001
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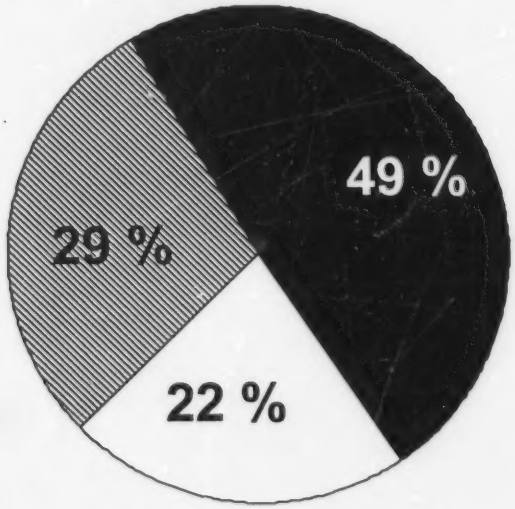
Souvenir des manifestations

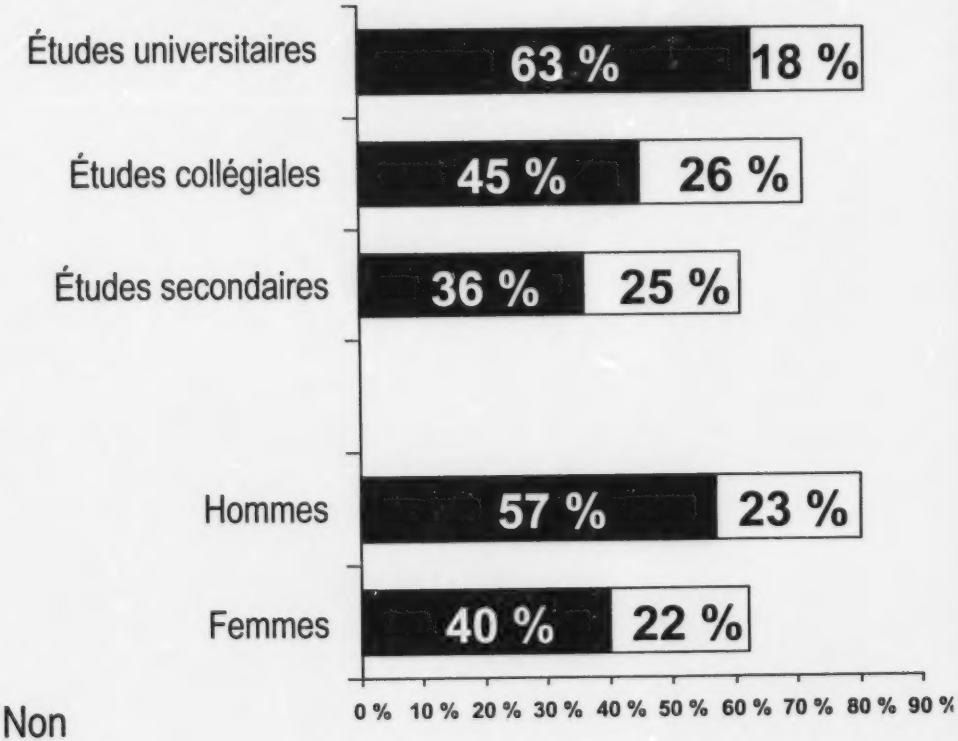
Les médias se sont intéressés aux groupes qui ont manifesté contre les accords commerciaux internationaux. Vous souvenez-vous de cette couverture médiatique?



n=1 204

■ Oui, clairement □ Oui, vaguement ▨ Non

Profil démographique des répondants qui se souviennent de cette couverture médiatique



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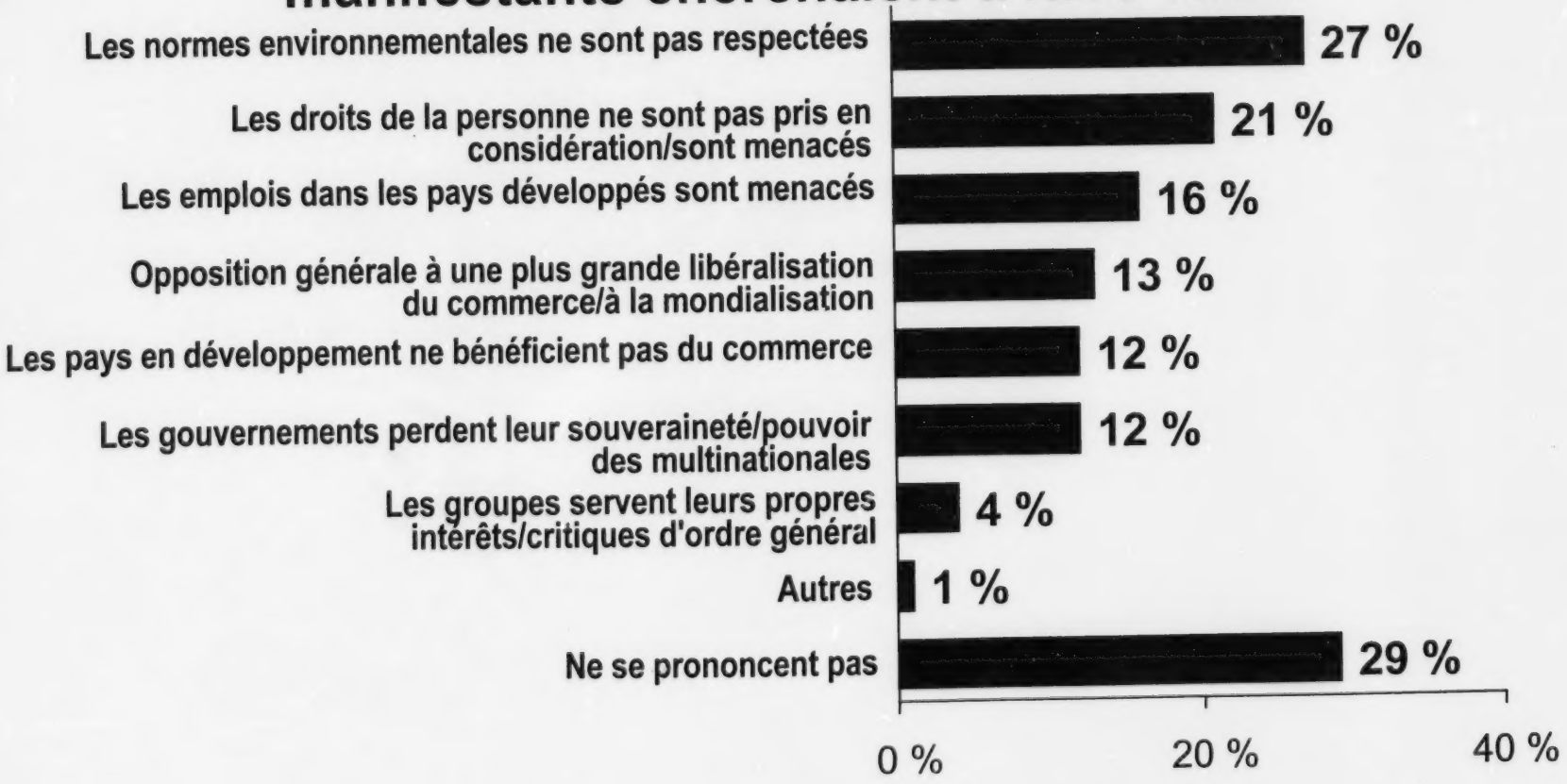
Souvenirs précis de la couverture médiatique

[Question posée à ceux qui se souviennent de la couverture médiatique]

À votre connaissance, quels sont les arguments que les manifestants cherchaient à faire valoir?

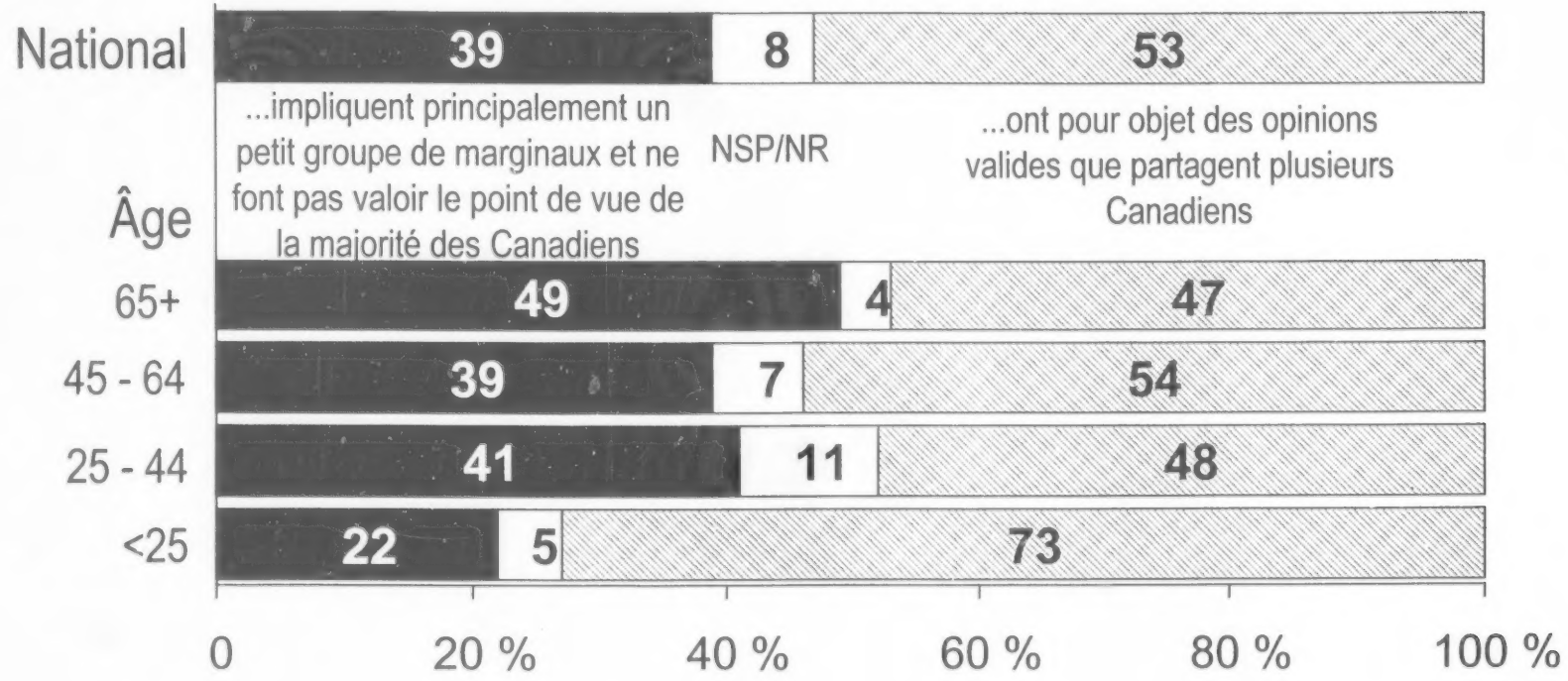


2001
EKOS Research Associates Inc.

Points de vue marginaux ou représentatifs?

[Question posée à ceux qui se souviennent de la couverture médiatique]

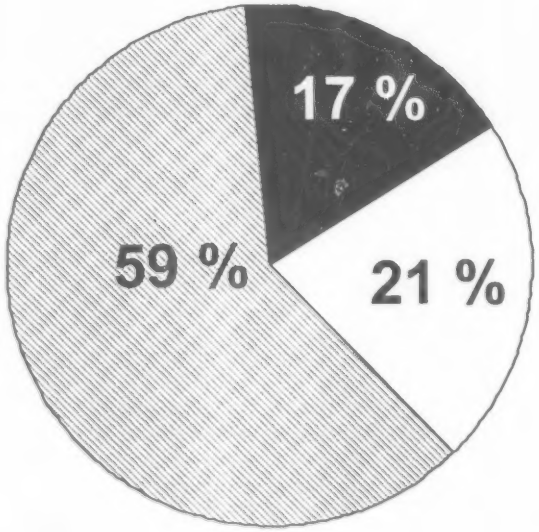
Laquelle de ces deux propositions reflète le mieux votre opinion? Les manifestations...



Incidence sur le soutien aux accords commerciaux

[Question posée à ceux qui se souviennent de la couverture médiatique]

Selon vous, quelle incidence la couverture médiatique du mouvement de protestation a-t-elle eue sur votre opinion à l'égard de la conclusion d'accords commerciaux par le gouvernement canadien?



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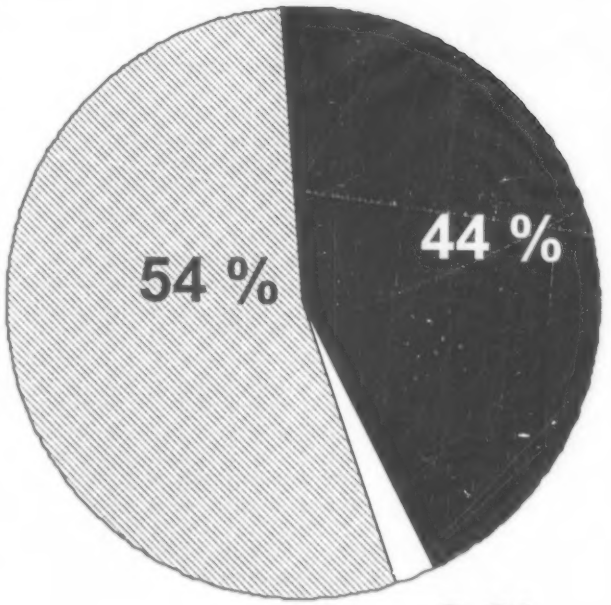
n=1 204

Avantages du commerce

Laquelle de ces deux propositions reflète le mieux votre opinion?...

Les avantages du commerce international se dispersent dans toute l'économie, et la plupart des Canadiens en profitent, parce que cela se traduit par des emplois, les impôts que paient les entreprises et une meilleure sélection de produits offerts aux consommateurs.



Ce sont les grandes entreprises et les riches investisseurs qui tirent la plupart des avantages du commerce international, et il ne reste pas grand-chose pour le Canadien moyen.

2001
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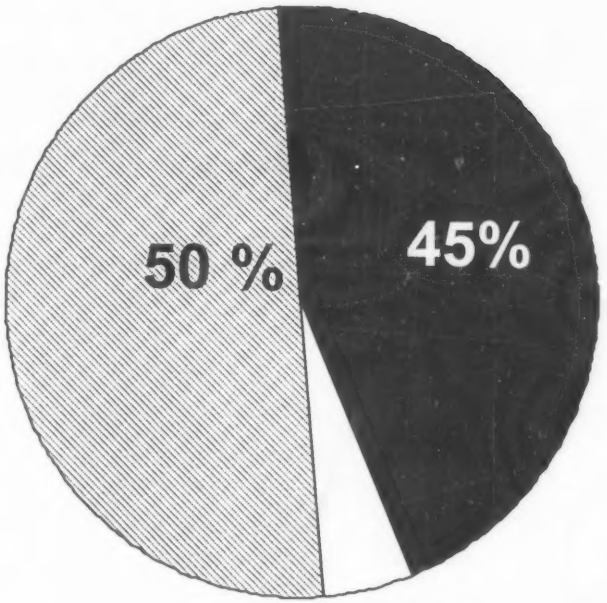
n=1204

Sondage sur le commerce international, Mars 2001

Liens avec la vie sociale

Laquelle de ces deux propositions reflète le mieux votre opinion?

Les programmes sociaux constituent un segment fondamental de notre économie et peuvent être aisément touchés par les accords commerciaux internationaux.



Les accords commerciaux internationaux sont du domaine des affaires et de l'économie et ont peu de liens, sinon aucun, avec des choses comme les programmes sociaux du Canada.

5 %

NSP/NR

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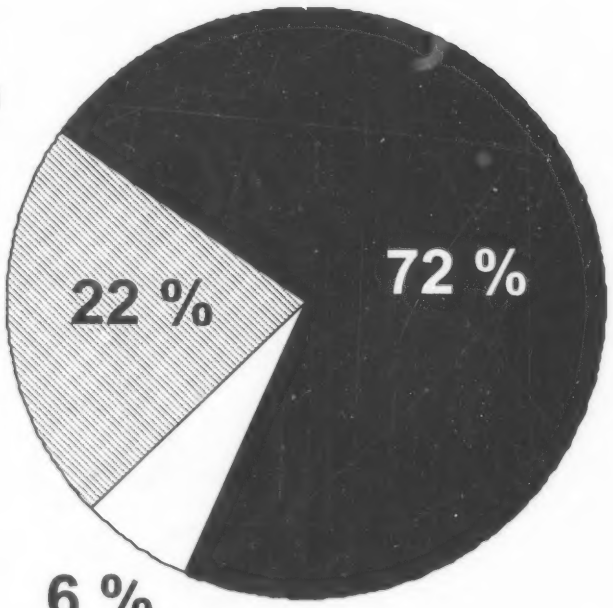
n=1 204

Sondage sur le commerce international, Mars 2001

Le commerce avec les pays en développement

Laquelle de ces deux propositions reflète le mieux votre point de vue?

Accroître nos échanges commerciaux avec les pays en développement entraînera des pertes d'emplois au Canada et nous ne devrions pas chercher à le faire.



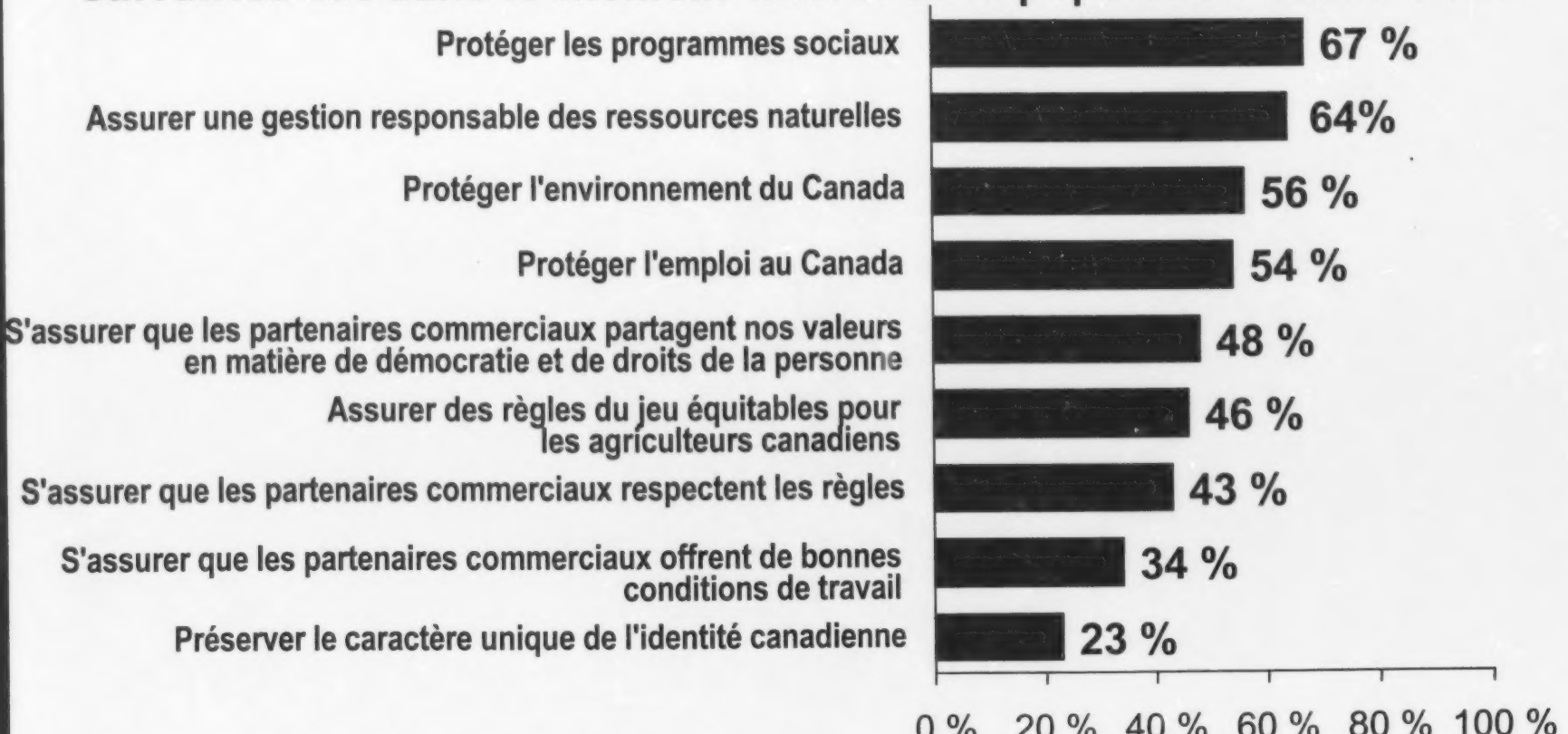
Le Canada devrait accroître ses échanges commerciaux avec les pays en développement pour leur donner une occasion de développer leur économie.

D.

Rôle du gouvernement

Compromis à envisager dans le cadre des négociations commerciales

Supposez que vous êtes le ministre du Commerce international et que vous devez choisir entre des priorités qui entrent en conflit avec les objectifs des négociations commerciales. Laquelle des priorités suivantes est dans le meilleur intérêt de la population canadienne?

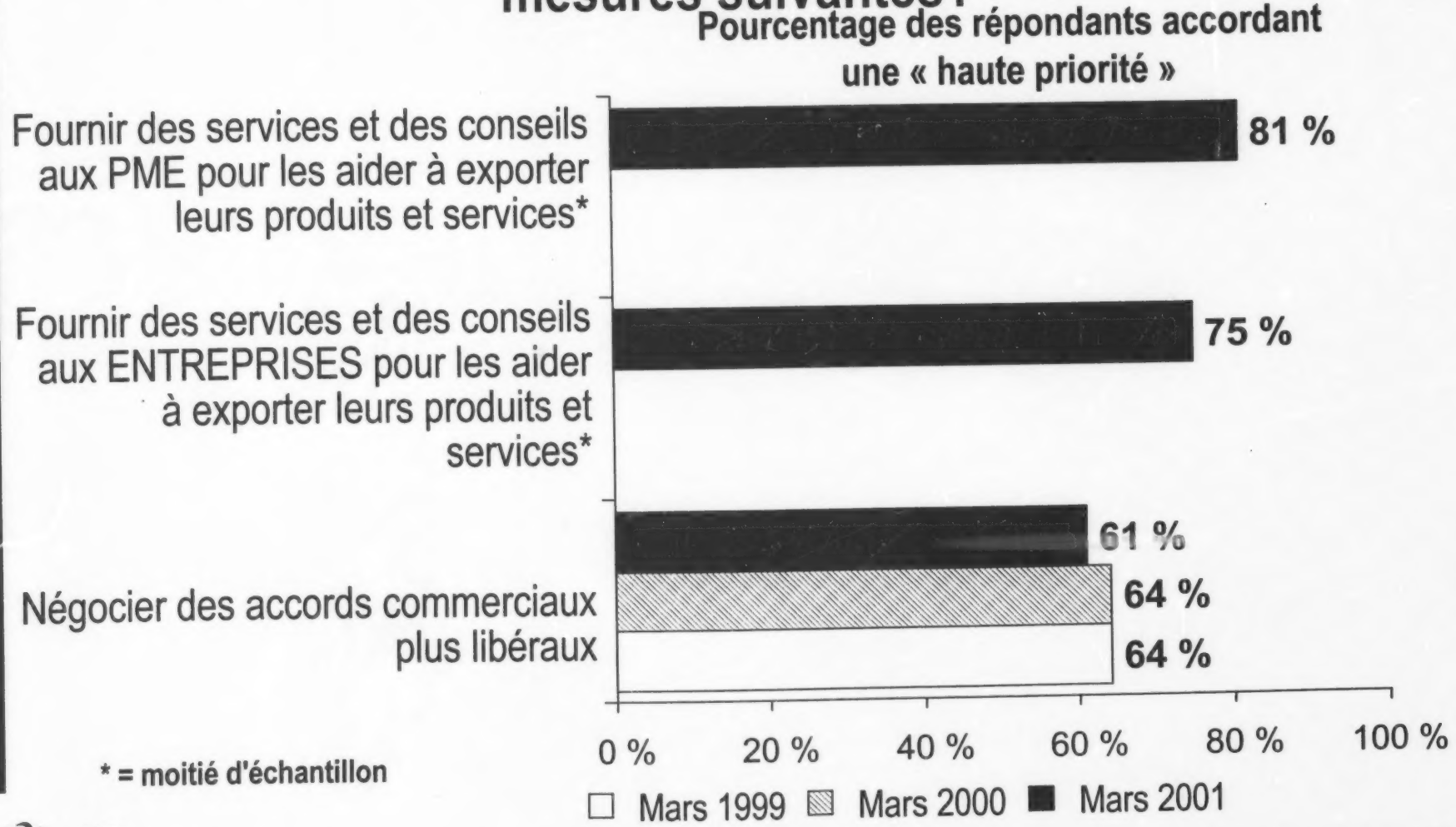


Présenté dans le cadre d'une série de choix par paires déterminés au hasard. Les pourcentages représentent le total des réponses positives en faveur d'une option par rapport à toutes les autres.

2001
EKOS Research Associates Inc.

Priorités en matière d'activités commerciales

Quelle priorité le gouvernement devrait-il accorder aux mesures suivantes?



* = moitié d'échantillon

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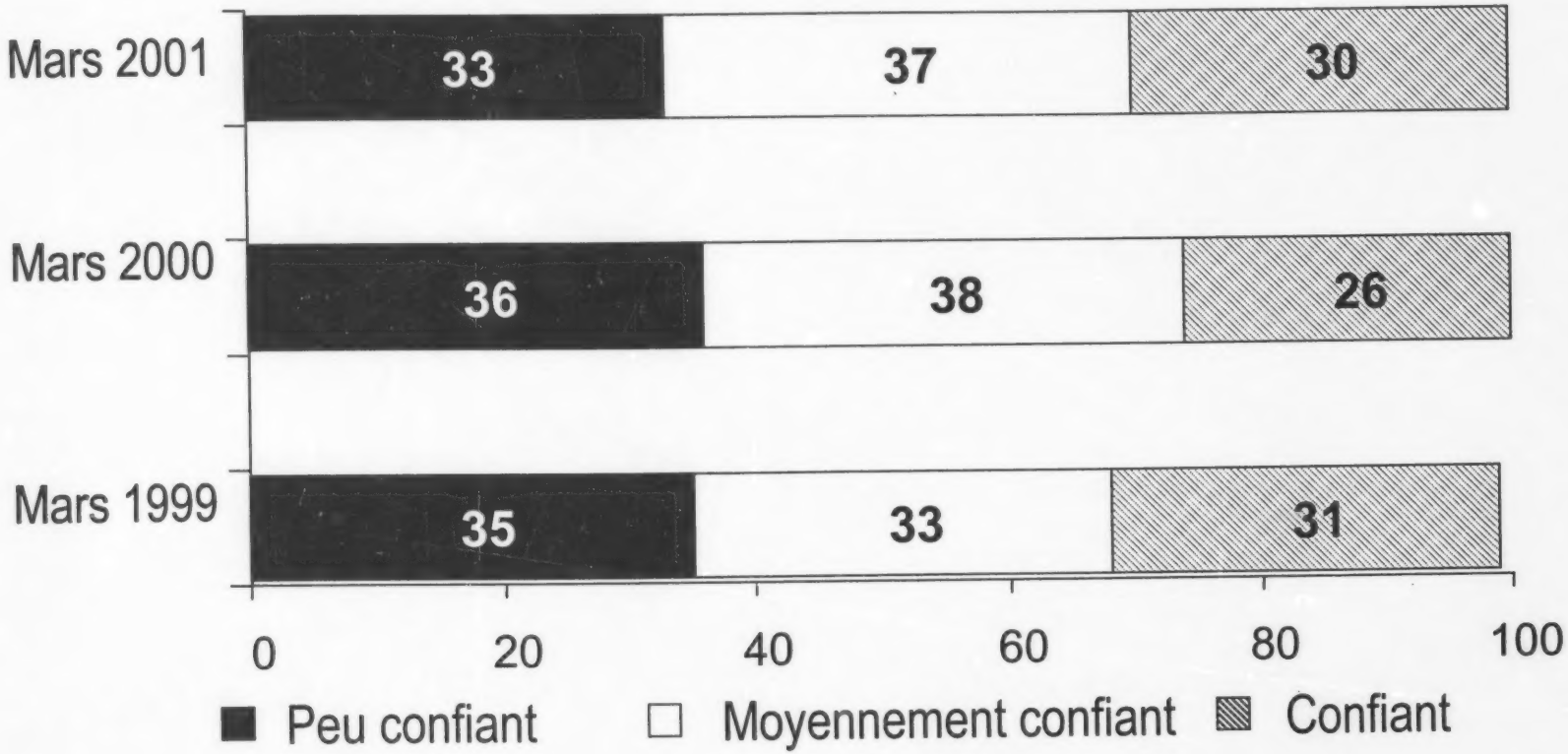
Sondage sur le commerce international, Mars 2001

Confiance dans la capacité de négociation du gouvernement

Dans quelle mesure faites-vous confiance au gouvernement pour protéger nos intérêts nationaux lorsqu'il négocie des accords commerciaux avec d'autres pays?



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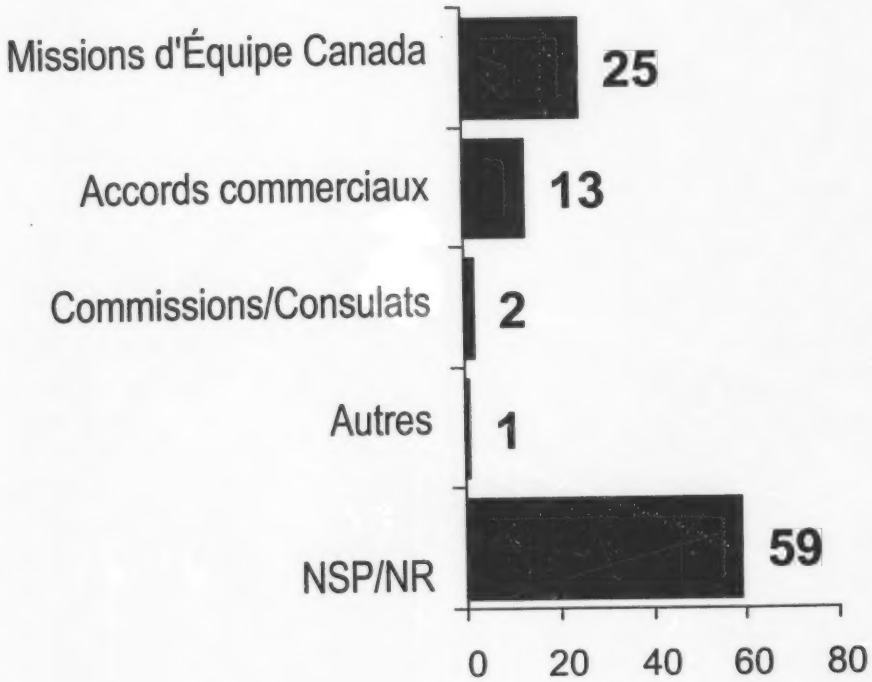
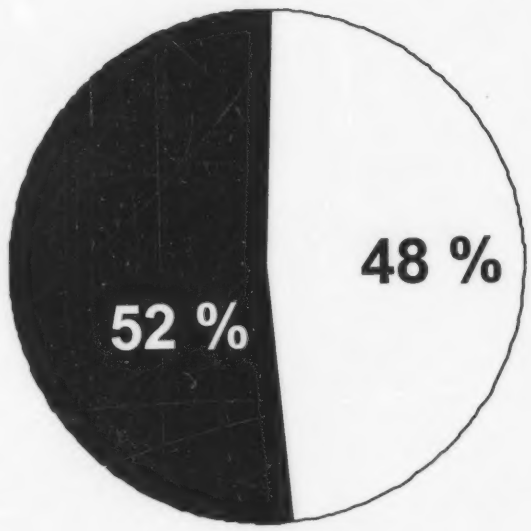
Connaissance des activités de promotion du commerce

Pouvez-vous citer une activité du gouvernement canadien qui se déroule dans un autre pays et qui a pour objet la promotion des débouchés commerciaux qui s'ouvrent aux entreprises canadiennes.?



n=1 204

[Si « Équipe Canada » n'a pas été cité] « Avez-vous entendu parler des missions commerciales d'Équipe Canada? »



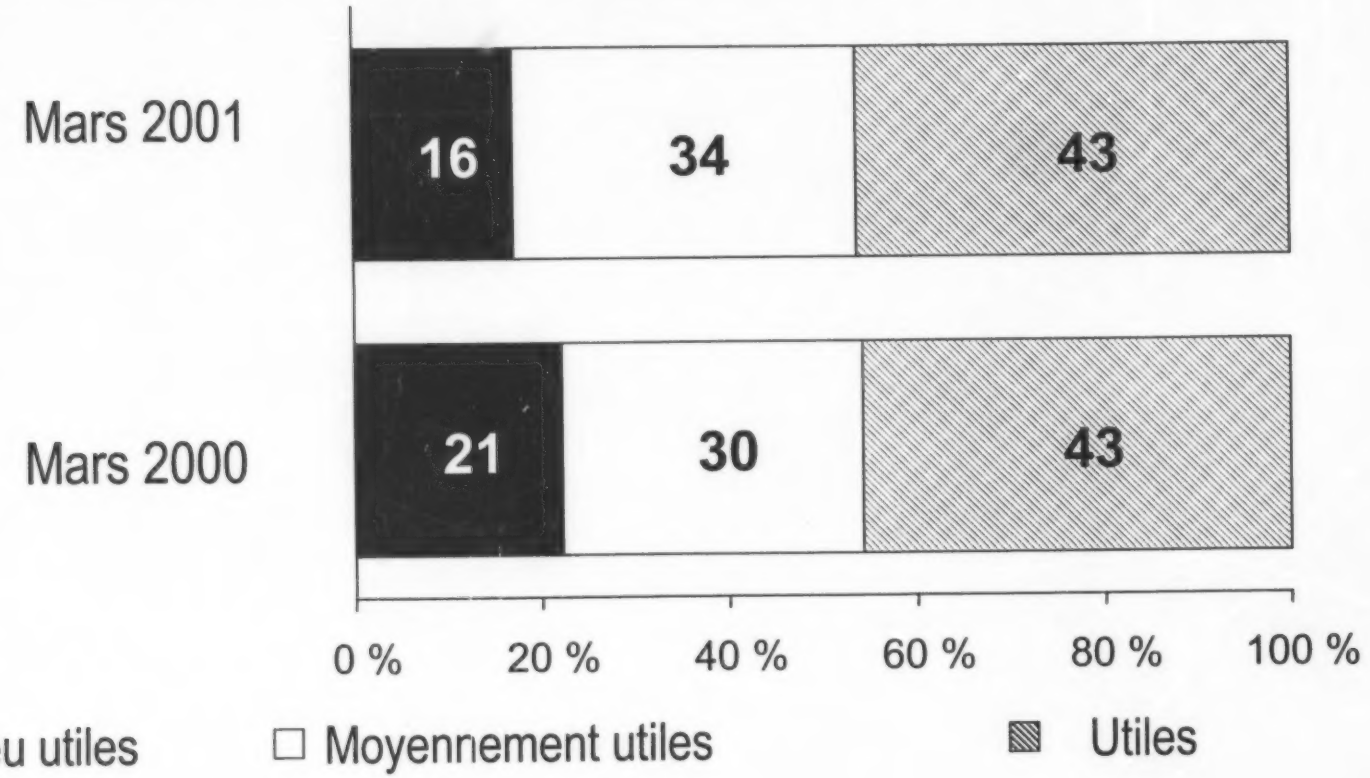
n=1 027

2001
EKOS Research Associates Inc.

Utilité d'Équipe Canada

[Question posée à ceux qui étaient au courant des missions d'Équipe Canada]

Selon vous, dans quelle mesure ces missions ont-elles été utiles pour ouvrir de nouveaux marchés et débouchés?



2001
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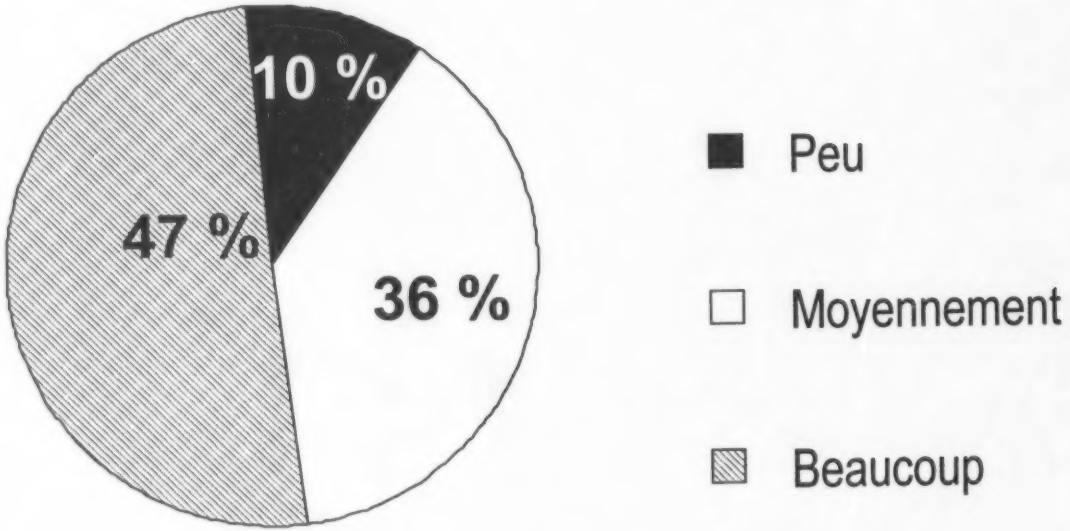
Utilité des services

Dans quelle mesure les conseils et les renseignements sur le commerce fournis par le gouvernement canadien aux entreprises les aident-elles à mener à bien leurs activités commerciales?



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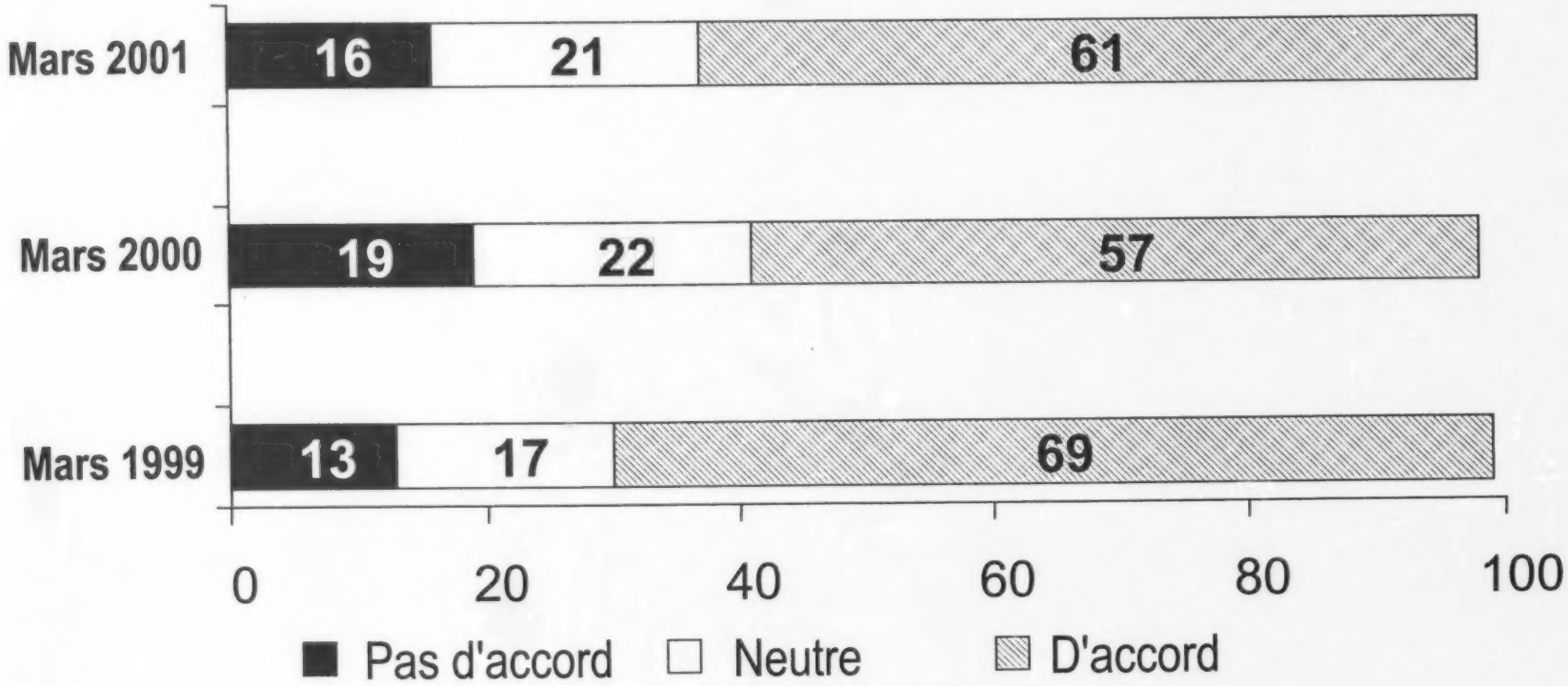
Sondage sur le commerce international, Mars 2001

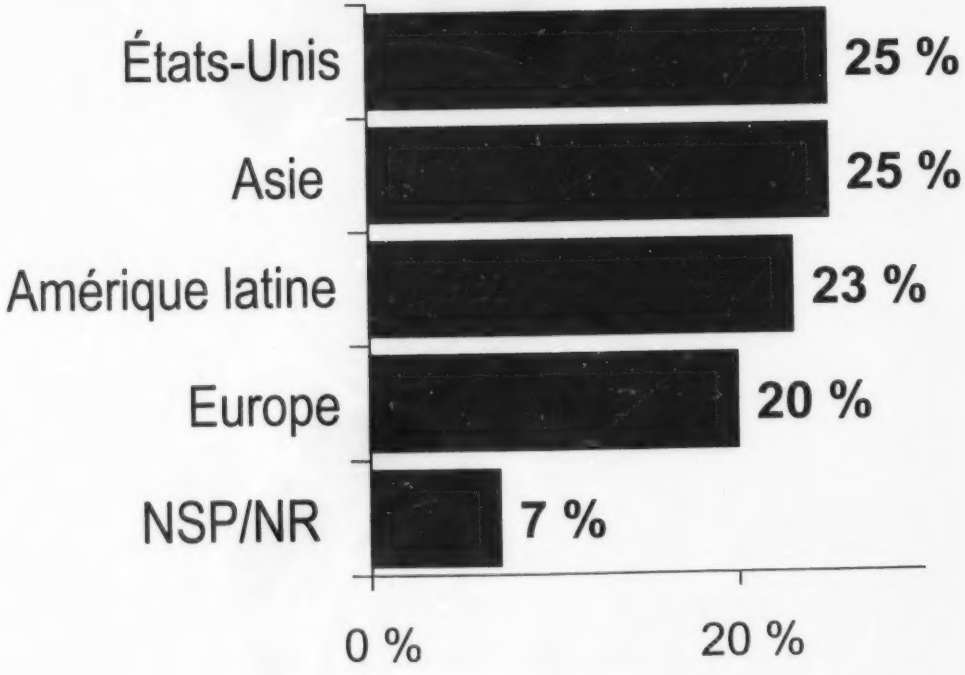
Avantages de la promotion du commerce

Je pense que les initiatives du Canada pour promouvoir le commerce se traduisent par des emplois et des avantages économiques dans MA PROVINCE



Cible des initiatives commerciales

Si le gouvernement du Canada voulait donner plus d'ampleur à ses initiatives commerciales, selon vous, sur quelle région devrait-il se concentrer?



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EKOS Research Associates Inc.

n=1 204

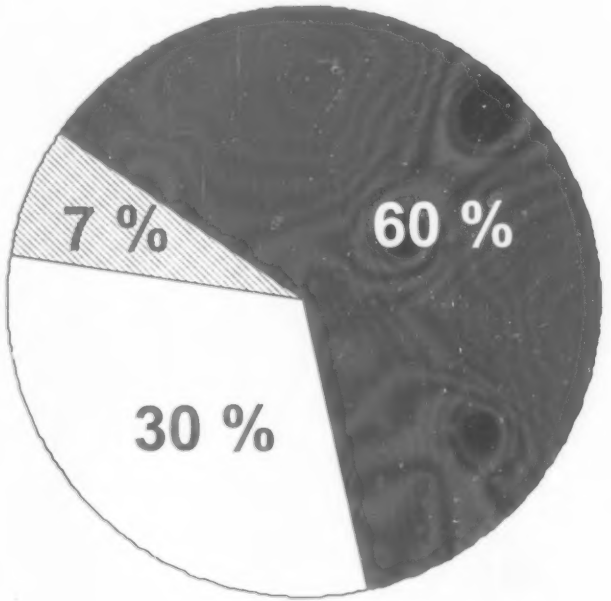
Sondage sur le commerce international, Mars 2001

E.

Commerce des services

Importance du commerce des services

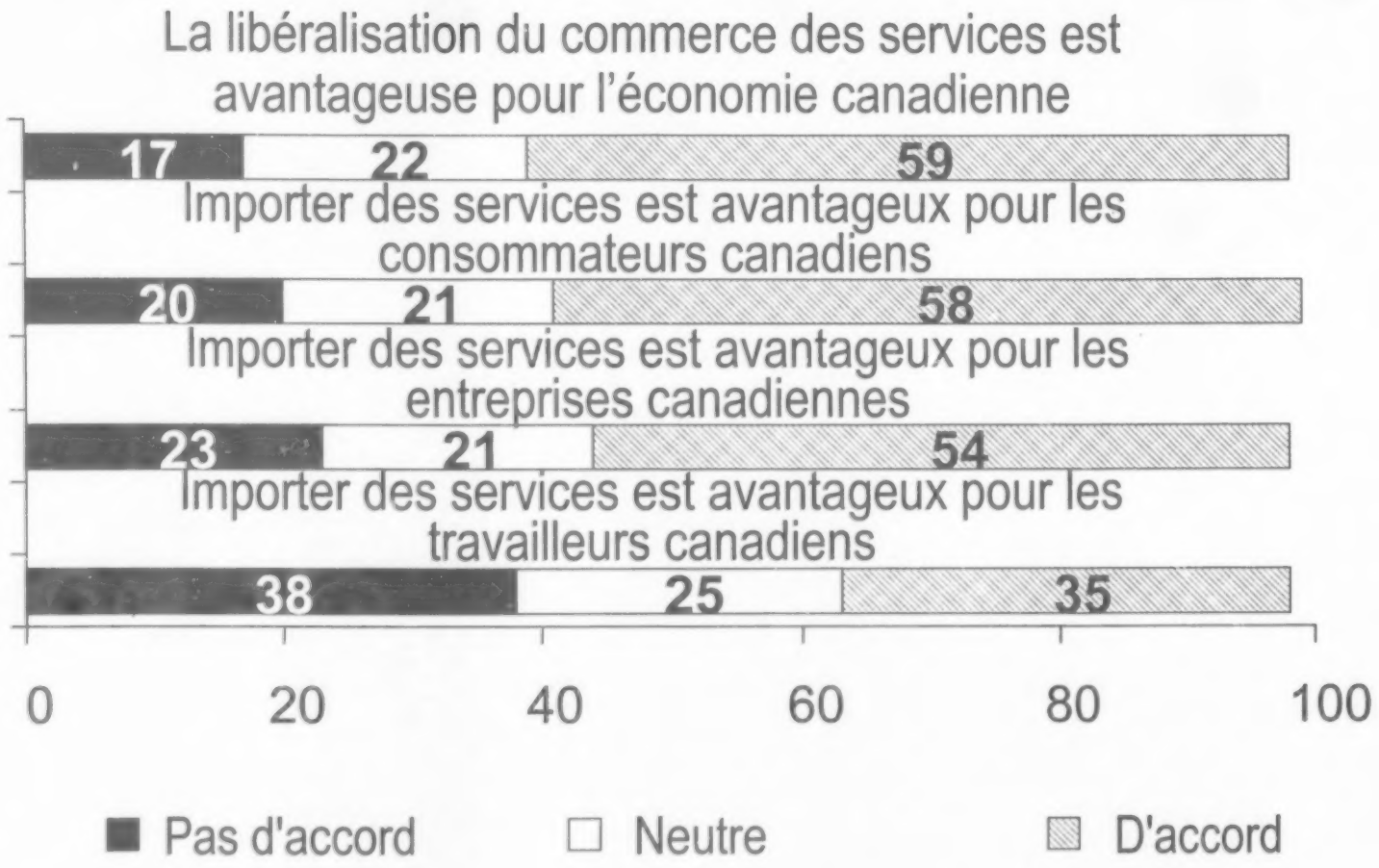
Quelle est, selon vous, l'importance de la part de l'économie canadienne constituée par le commerce des services?



2001
EKOS Research Associates Inc.

n=1 204 **Sondage sur le commerce international, Mars 2001**

Incidence sur les normes du travail



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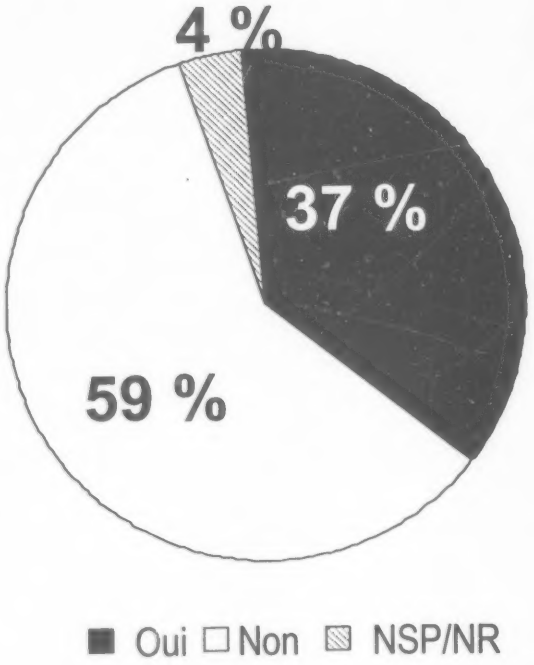
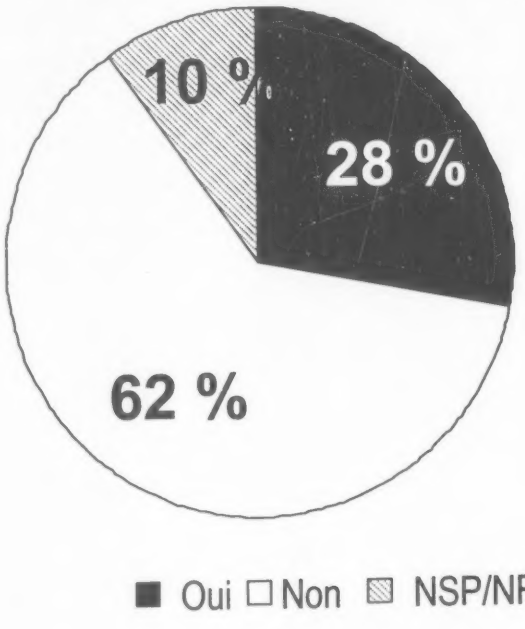
Sondage sur le commerce international, Mars 2001

Libéralisation du commerce des services

Pensez-vous que la libéralisation du commerce des services sera néfaste aux normes professionnelles canadiennes?



Pensez-vous que la libéralisation du commerce des services aura une incidence négative sur la capacité des municipalités canadiennes à prendre des mesures comme les règlements de zonage?



2001
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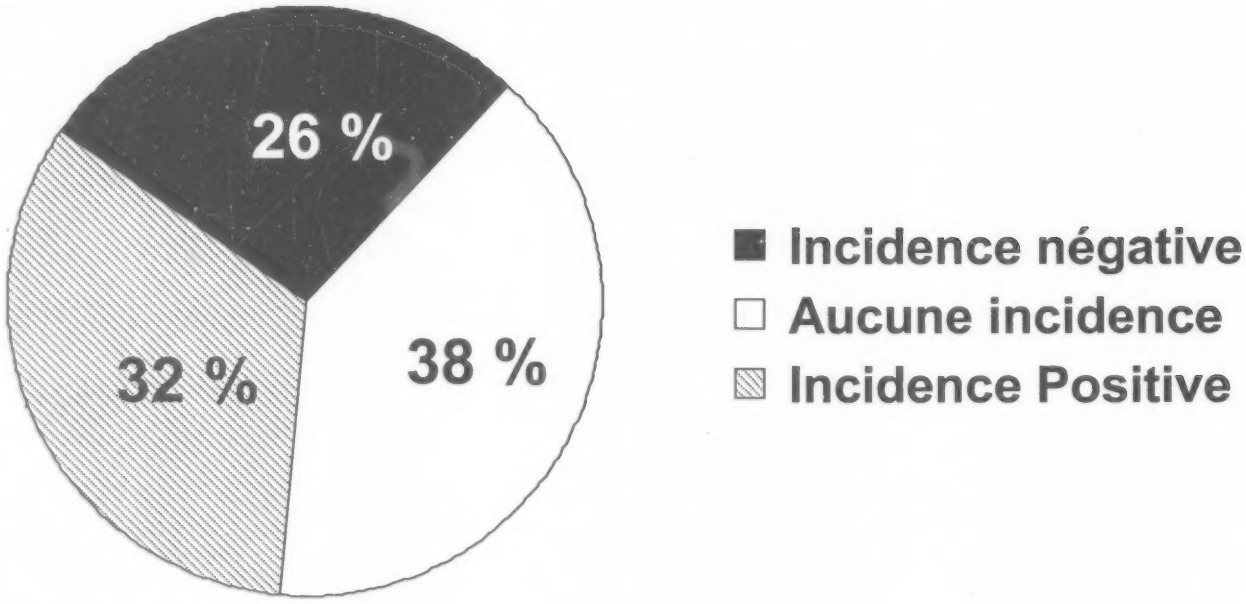
n=1 204

Sondage sur le commerce international, Mars 2001

Incidence sur les services publics

Selon vous, quelle est l'incidence des accords commerciaux internationaux qui favorisent le commerce des services sur les services publics offerts au Canada, comme les soins de santé, l'éducation et les services sociaux?